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MAD

IND

OUR DECK OF 52 LEAST WANTED AMERICANS!

UNITED STATES
#434 OCTOBER 2003 $3.50 CHEAP!
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MAD

OCTOBER 2003 NUMBER 434

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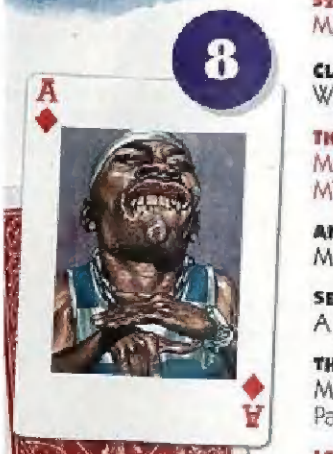

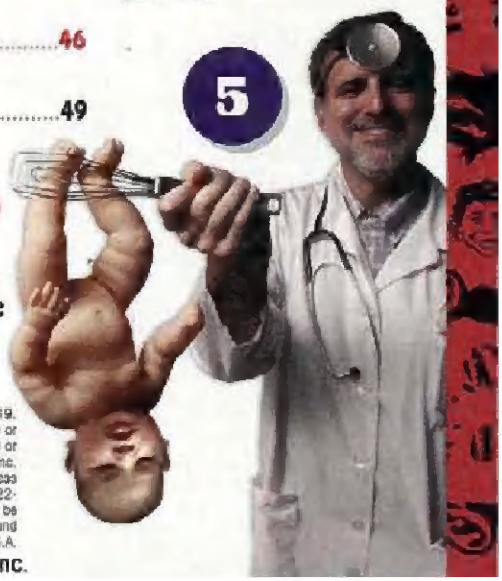

FRONT COVER ARTIST:
MARK FREDRICKSON

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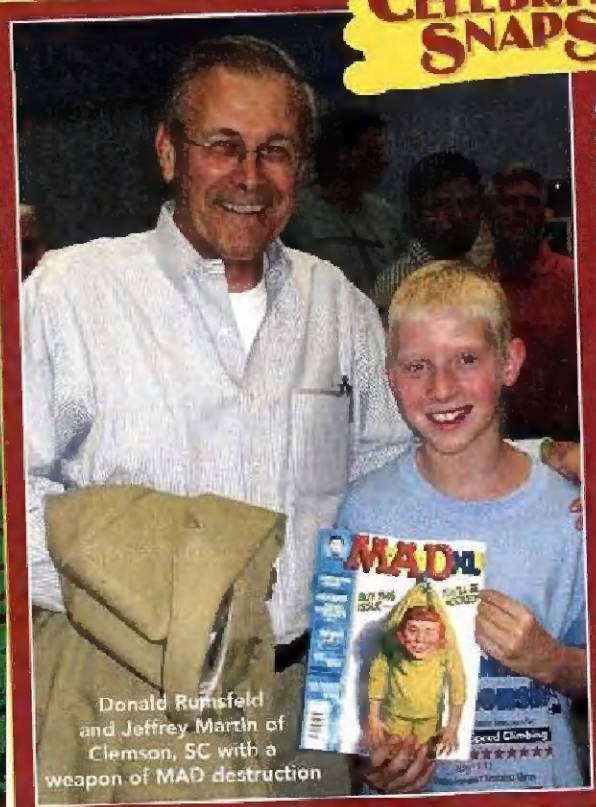
MAD CELEBRITY SNAPS



Donald Rumsfeld and Jeffrey Martin of Clemson, SC with a weapon of MAD destruction

I was at the USCCA (United States Competitive Climbing Association) National Competition in Richmond, VA on July 12, 2003. I saw the Secretary of Defense, Donald Rumsfeld, watching his granddaughter climb. I wanted my picture taken with him and immediately thought of my MAD magazine that I always carry in my climbing backpack. When I asked him to hold the MAD he said he "didn't want to be caught with that stuff."

Jeffrey Martin, Clemson, SC

Jeffy — Hmmm...so Rummy doesn't want to be "caught with that stuff," eh? I guess his hands were already full with forged documents about Saddam Hussein buying Uranium from Africa. In truth, we thought Rummy was a big MAD fan and read it every month, which is why he didn't have time to plan the United States' post-Iraqi war policy. Maybe he would have held it if you had explained to him that it was a weapon of MAD destruction. Thanks for the photo and congrats on your one-year subscription to MAD! —Ed.

YOU'VE GOT JAIL

I am a huge fan of MAD and was recently able to purchase a one-year subscription. The thing is that I'm in prison and my subscription was a month's pay. I'd love to have a shot at winning a one- or three-year subscription, but my hands are tied, literally. I'll do whatever it takes. Maybe you can make me the most popular man on the tier.

Leighton T. Olson, Ontario, OR

Olson Twin — For a free subscription, the best we can do is tell you to keep an eye on incoming prisoners. If you get an ex-Enron official, Robert Blake or any current member of the Bush administration, take a picture with you and said person and we will be happy to print it and send you a free subscription! —Ed.

SILENT BOB, SCREAMING READER

I never thought that I'd be writing you hate mail, until I saw that in the "50 Worst Things About Movies" (MAD #432) you dissed Kevin Smith. His five movies (especially *Clerks*) were more original and funnier than anything you guys have ever written. Also, the things you attempted to insult him with, like calling Silent Bob a "vanity character" and saying that he has a "tired plot solving device" are completely stretching the truth (aka lying) just to take a cheap shot at Smith and get a cheap laugh. I'm sorry, but I'm not sure if I can continue reading your magazine.

Daniel Goldman, Miami, FL

Dan the Man — Thanks for your rambling, borderline psychotic letter. In truth, it was more coherent and concise than any Kevin Smith movie. Nice going — you should work in films! —Ed.

BLOOD, SWEAT AND JEERS

My all-time favorite thing is Spy Vs. Spy. I love the way Antonio Prohias drew them. But in my terrible strain to actually think, I have noticed that Peter Kuper has a lot of blood and stuff like that in his strips. I love his work! It is just as funny, but why so much blood and gore?

Chris Sweeney, San Marcos, CA

Sweeney Todd — We were just asking ourselves that very question the other day, but we weren't looking at Spy Vs. Spy. We were looking at the final pictures of Uday and Qusay Hussein! —Ed.

P.S. The first person to send in a Cemetery Snap of the brothers gets a three-year subscription to MAD!

POSTER BOY FOR STUPIDITY

I just got MAD issue #431 and on the front cover it says "Free Poster Inside" and I was reading it and there is no free poster! As you can tell I'm not very happy with MAD. You can think this is just a letter from a pissed 13-year-old kid, but I want a free poster!

Mordy Lyss, Baltimore, MD

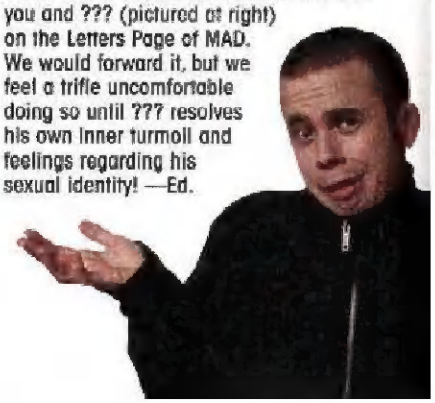
Well aren't we Mordyfied! You want a poster? We got a special poster just for you. Go back to issue #431 and look on pages 25-28. Enjoy, and if you ever feel the urge to write to us again, please don't do it under this name! —Ed.

GETTING PERSONALS

While perusing the #432 issue, I discovered your wonderful "MAD's Photo Personals Gallery: The Men." When I say wonderful, I mean horrible, but that is beside my point. What I would like to say is that even though there were so many strange creeps in the personals, ??? caught my eye. He looks so handsome staring at his hand with such a look of self-discovery in his eye (or is that just stupidity)? Anyway, please forward my address to him because he makes me hot to trot!.

Heather Henderson, Camden, NJ

Heavenly Heather — We would like nothing more than to make a love match between you and ??? (pictured at right) on the Letters Page of MAD. We would forward it, but we feel a trifle uncomfortable doing so until ??? resolves his own inner turmoil and feelings regarding his sexual identity! —Ed.



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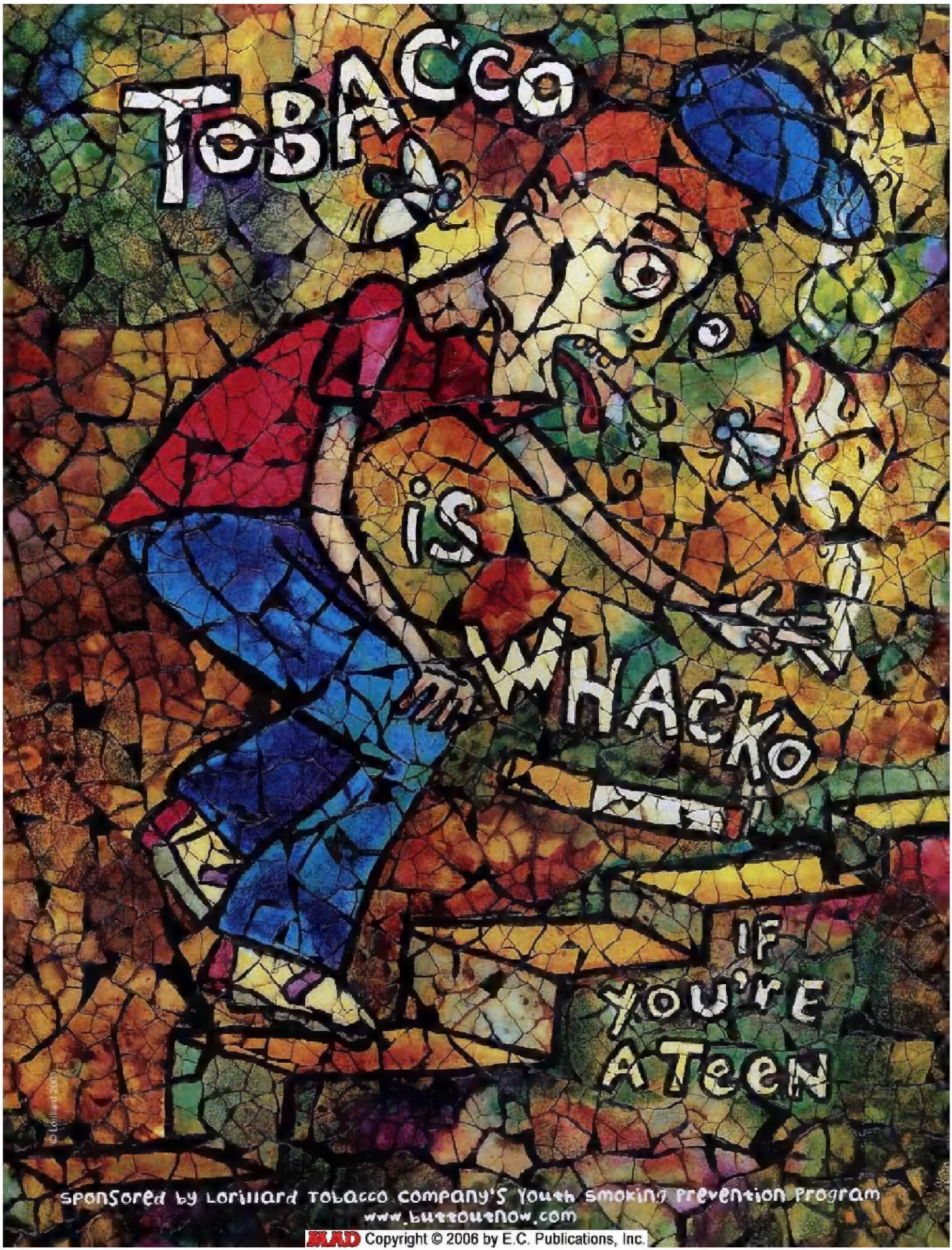

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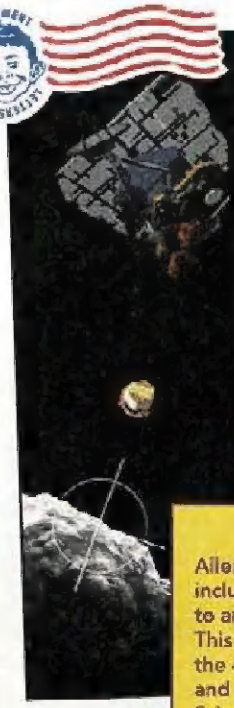

DEEP IMPACT MISSION
First Look Inside a Comet

Participation Certificate

Presented to

Alfred E. Neuman

On May 10, 2003

Thank you for your participation in the Deep Impact Discovery Mission to Comet Tempel 1. A compact disc bearing your name will be mounted on the impactor spacecraft that will collide with Tempel 1 making this the first mission ever to look deep inside a comet.

You are now part of the future discovery of clues about the beginning of our solar system as your name makes a Deep Impact!

Dr. Edward J. Weiler
Associate Administrator
NASA Office of Space Science

Michael F. A'Hearn
Principal Investigator
Deep Impact Mission
University of Maryland

Certificate No. 24549

MAKE A PASSING COMET

Allen and Susan Skaggs of Tampa, FL were nice enough to include Alfred E. Neuman's name on a disc that will be attached to an impactor spacecraft that will collide with Comet Tempel 1. This deep impact mission will dig deep beneath the surface of the comet to get a first-ever look at the frozen collection of ice and dust left over from the formation of the solar system. Scientists expect to find hidden clues about how the solar system formed when they look at the structure of Comet Tempel 1. We thank them for their efforts, even though it was free!

MAD'S BREAKING NEWS™

I would like to ask a favor of you. Please tell my Mom that she needs to get me a subscription to your magazine. I would like you to do this because when I buy your magazine at the store, the pages are dog-eared, my MAD Fold-in is always done for me already and people always fold it crooked. So there are creases in it and it is hard to fold it right. Thanks, dudes and continue to rock on!

Beckie November, Ocala, FL

Becks Beer — It is our pleasure to use the pages of this magazine to beg Mother November to get you a subscription. It's easy enough! Log on to www.madmag.com or, if you prefer, use our toll-free phone number 1-800-4-MADMAG. The cost of a MAD subscription is a small price to pay to bring a smile to precious Beckie's face. By the way, while you're ordering, a MAD subscription makes a wonderful gift for birthdays, Christmas, Hanukah, graduations, anniversaries, Ramadan, and Kwanzaa (we're still testing Flag Day, but initial results look promising)! —Ed.

P.S. to our readers: If there is an outlandish request or horribly bad news you want MAD to ask or tell your parents on the Letters Page, send it to: MAD Magazine's **BREAKING NEWS™**, c/o Amy "The Big Breaker," 1700 Broadway, 5th Floor, New York, NY 10019!

The Big Easel

During the slow, hot summer months in Tucson, we here at Grill have a lot of time on our hands. We've already read anything worth reading and are now starting to read the crap. Which brings us to MAD. These pictures should serve as a cautionary tale about the strange, dangerous and unhealthy things people start doing when boredom sets in.

Josh Proctor, Tucson, AZ

Proctor and Gamble — Hmmm...the slow, hot summer months as opposed to the slow, cold winter days in Tucson! This is a wonderful use of your time and food. While it is true millions of people go to bed hungry, we feel confident in saying even the hungriest of these people wouldn't go near your little food creation with a ten-foot spoon! Thanks for writing, and here's a tip: get the hell out of Tucson! —Ed.

Alfred made of Swiss cheese and other unidentifiable food stuff!

You said you were still looking for Alfred wherever he may manifest. Being recently out of work and unable to renew my subscription to MAD, I had a creative inspiration: how about a free year of MAD? Alfred's eyes say yes. I say thank you.

Denny Freet, Girard, OH

Denny From the Block — Thanks for the Alfred collage. We're going out on a limb here and guessing one of the reasons you lost your job (and we didn't know they could fire rodeo clowns — isn't there a union?) is because of poor attendance and the fact that you were staying home to arrange your MADs just so. Well, here's something we bet you never counted on: in studying the photos you sent, we suddenly realized that the way the magazines are laid out forms the head shape of none other than *Friends* star Lisa Kudrow! Thanks for writing! —Ed.

Employees of Grill restaurant in Tucson (l-r) Bobby Hepworth, Sommer Browning, Tony Gonzalez, Justin Champlin, Roy Wooden, Katie Burns, Lilly Dunham and Josh Proctor.

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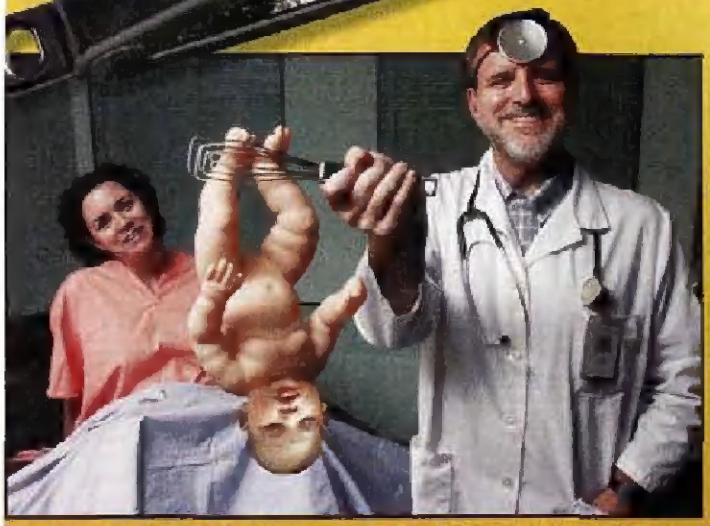

So versatile, a doctor can use ***Chef Widget***™ to deliver a baby! And it works on both boy AND girl babies!

To order, call: 1-000-Take-A-Wiz

PHOTOGRAPHER: IRVING SCHILD WRITER: DICK

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BOLD OVER

I have a question for you guys. In some parts of MAD why are some words bold and some regular? That is in every magazine I have. Please answer my question.

Alex Thomson, Rancho Palos Verdes, CA

Thomy boy — Good question! We only tend to bold words that are important. Hence, the absence of bolding in your letter! —Ed.

THE BIG ROZZER

In issue #432 we asked readers to send us what they thought the classic MAD declaration, "it's crackers to slip a rozzer the dropsy in snide" means. We received a ton of letters and we are printing the correct translation and some of the more creative definitions sent in...

RIGHT:
"It's crazy to give a crooked cop a bribe in counterfeit money."
—Mick Taylor, Wakefield, England;
Richard Kunkel, Wadsworth, OH;
Steve Haller, Oak Park, MI;
Tony Semanik, West Bloomfield, MI;
Steve Thompson, La Crescenta, CA;
Bob Michner, Estes Park, CO;
Bill Coulson, Chicago, IL;
Janna Cisterino, Greenport, NY;
Allen Dean, via e-mail;
Paul Benneyworth, Ontario, Canada

ALMOST RIGHT:
It refers to the sound made by air rushing out the ears as a vacuum is created in the skull of a MAD reader.
— Chris Flanders, Riverdale, CA

It means, "Don't shave while you're drunk."
— Sali Riesterer, Chicago, IL

The meaning is: "You're crazy if you don't read MAD."
— Anita Cotton, New Haven, CT

It's Yugoslavian for "Please eat my yodelling French Poodle for brunch tomorrow."
— Graeme Scott, Ontario, Canada

It means, "I'm making a peanut butter and jelly sandwich."
— Larry Nappe, Napa, CA

Make A Dumb Wish Foundation™

I would like to make a wish for the ***Make A Dumb Wish Foundation™***. I am a 14-year-old male whose life has been tormented all because of one Disney character sharing the same name as mine. Therefore, I would like for you to assassinate the Little Mermaid. I do not want to go on to high school with the burden.

Ariel Gardner, Los Angeles, CA

Gard — As you know, it is the sacred mission of the *Make A Dumb Wish Foundation™* to make dumb wishes come true. So we shall make yours come true — sushi, anyone? —Ed.

A POKE IN THE IOWA

In MAD #432, the "50 Worst Things About the Movies" number 14 shows a guy reading the movie reviews in the *Keokuk Post Times*. Just to set the record straight, the actual newspaper in Keokuk, Iowa is the *Daily Gate City*. Alas, when I was growing up there they didn't even have a movie critic! Perhaps if one of your writers would like to work for a more prestigious publication, that position may still be open!

Mary Ann Rector, Pacifica, CA

Rector Set — Keen eye! Sorry for the screw-up. You are absolutely correct. We don't know how we made the error in as much as one of MAD's regular contributors does indeed already work for the *Daily Gate City* as the society page writer. Yes it's true, MAD's own Arie Kaplan works as the paper's galloping gossip (MAD man about town if you will). If there's a re-election pep rally for Mayor Dave Gudgel, a Piggly Wiggly grand opening (but not a donkey basketball game, that's Bob's beat), Arie "The Scribe" is there capturing all the assorted gossip, celebrity canoodling and the latest in gingham fashion! You can read Arie's column on the *Daily Gate City*'s page six, also known as the paper's back page! —Ed.

NEXT MONTH IN MAD

WE DON'T HORSE AROUND WITH OUR *SEABISCUIT* PARODY AND WE HAVE A SCATHING LOOK AT THE LAST SEASON OF *FRIENDS*!

UPCOMING IN MAD XL #24

CHECK OUT OUR MONROE JACK-O-LANTERN STENCIL, WAR IN IRAQ, *SOUTH PARK* TOYS AND THE ARTIST OF THE ISSUE: SAM VIVIANO!

MAD

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the usual gang of idiots

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GOTHAM CITY HAS A NEW CONQUERER

Beyond madness, beyond evil,
and a master of the deadly arts of war,
the mastermind Sin Tzu is driven by a lone desire -to conquer.
Sin Tzu designed by comics legend Jim Lee
DESIGNED BY COMICS LEGEND JIM LEE:
Sin Tzu, cunning master of strategy and martial arts, makes history as the first Batman character to debut in a videogame.
2-PLAYER COOPERATIVE GAMEPLAY:
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(s03)

Ubi Soft
www.ubi.com

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With all of the money spent on military technology, it's strange that the most effective tool in recent months for finding enemies of the U.S.A. is nothing more than a deck of cards. But hey, we're not complaining. In fact, Central Command's deck of "most wanted" Iraqis has worked so well, we thought it might be a good idea to try a similar tactic on *this* continent. Study the following cards, and do your best to take down...

MAD'S LEAST WANTED

A
ALFRED E. NEUMAN
He leads the pack without a doubt
Of people we can live without.
2
HILLARY CLINTON
Loves her crib upon the Hill,
Mainly 'cause she's far from Bill.
6
DONALD RUMSFELD
Iraq remains a dreadful mess.
But, gee, he really charms the press.
7
50 CENT
Sold drugs, did time, and then got shot;
In rap that's how an act gets hot.
9
JUSTIN TIMBERLAKE
Shaved his head and left *NSYNC —
A shade less masculine than Pink.
J
TIGER WOODS
Win or lose, it's all the same –
He's twice as boring as the game.

ARTISTS: MORT DRUCKER, DREW FRIEDMAN, HERMANN MEIER AND SAM VIVIANO

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DECK OF AMERICANS

Q♦

ASHTON KUTCHER
Dating Demi's not the bomb
When fans say,
"Dude — there's your mom!"

Q♦

9♠

BILL BENNETT
When folks found out
he played the slots
This "Virtues" con man
went kerplotz.

9♠

7♥

JOE ROGAN
For TV sleaze no gig approaches
Hosting A-Holes
munching roaches.

7♥

5♠

JAMES GANDOLFINI
He tried to shake down HBO
Just like a mob boss on his show.

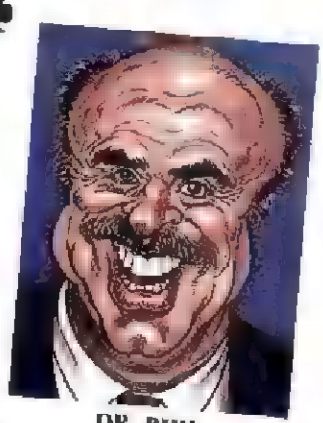
5♠

4♦

CHRISTINA AGUILERA
She bares her bod —
smart move on balance
Since she's lacking other talents.

4♦

Q♣



DR. PHIL
He spews out swill; his skill is nil;
He also needs minoxidil.

Q♣

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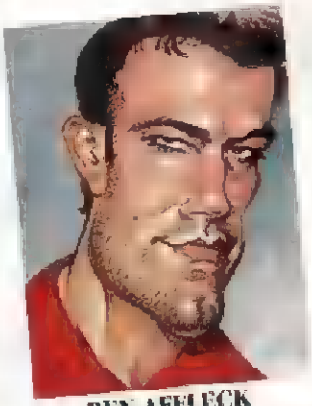
MAD'S DECK OF LEAST WANTED AMERICANS

LARRY WACHOWSKI
His sex change, folks, is nothing but
A new kind of director's cut.

TONY HAWK
Enjoy those X Games deals he's inked —
With one wrong flip, he'll be X-tinct.

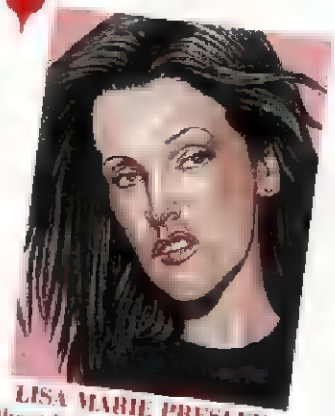
NELLY
His "Hot in Herre" proves oh so well
Big bucks are yours,
though you cann't spell.

THE DEMOCRATIC PRESIDENTIAL NOMINEE
Howard, John, Joe, Al or Dick —
You want a loser?
Take your pick.



BEN AFFLECK
A gift for him and Jen? How sweet!
But nonetheless, keep your receipt.

DICK CHENEY
Who's he work for? No one's certain
If it's Bush or Halliburton.



LISA MARIE PRESLEY
Without her daddy's name we'd see
Another showbiz wannabe.

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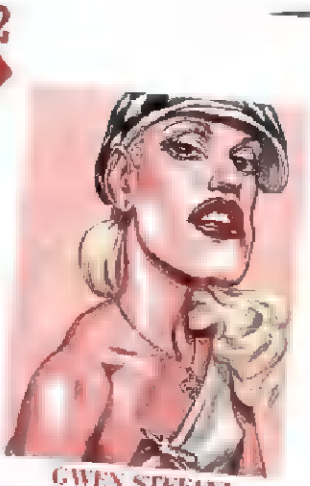
MAD'S DECK OF LEAST WANTED AMERICANS

CHRIS BERMAN

Those cutesy nicknames, most agree.
Have had their day, and so has he.



GWEN STEFANI

She's blended punk and rock and ska,
But famous 'cause she wears no bra.

ARSENIO HALL

Yeah, he's back, but let's be candid —
Has less wit than Ed McMahon did.

JOAN RIVERS

From countless plastic surgeries
Her skin's like
shrink-wrap on CDs.

CHRIS MATTHEWS

Makes a solid contribution,
If you're into noise pollution.

JULIA LOUIS-DREYFUS

Elfie bombed; a *Seinfeld* curse?
No, it's just her show was worse.

DICK WOLF

Three *Law and Orders* he's created:
Please, no more! We're inundated!

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MAD'S DECK OF LEAST WANTED AMERICANS

SEAN PENN
Was welcomed warmly in Iraq;
The problem is, they sent him back.

GEORGE TENET
With deadly weapons still not found,
How come this spook
is still around?

MARTHA STEWART
"Good Thing" tips should
serve her well,
Sprucing up her prison cell.

TINA FEY
If not for Jimmy and the staff,
She wouldn't get a single laugh.

RUBEN
A blob who sweats incessantly?
How icky can an "Idol" be?

LEBRON JAMES
A millionaire, his future's bright!
So stay in school, kids —
Ha! Yeah, right!

BOB COSTAS
He loves boxing, hoops, and hockey —
Perfect build, though, for a jockey.

GEORGE W. BUSH
Behold the sum of all our fears:
He may be back for
"Four more years!"

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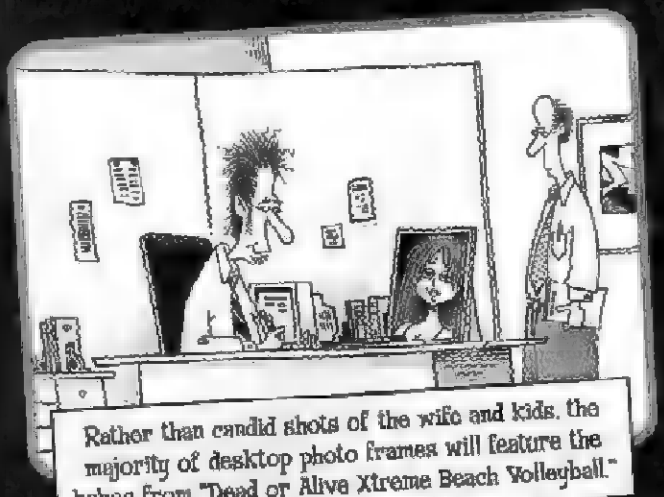
CLAIMING YOUR PLAYSTATION IN LIFE DEPT.

When the outside world is plagued by violence, crime and war, at least kids can still enjoy video games — which let them enjoy violence, crime and war in their own living rooms! But the young ones suckled on the teat of a joystick are finally growing up, hoisting themselves out of their parents' basement and braving direct sunlight, real work and human contact. You're about to see what happens...

JOHN CALDWELL'S

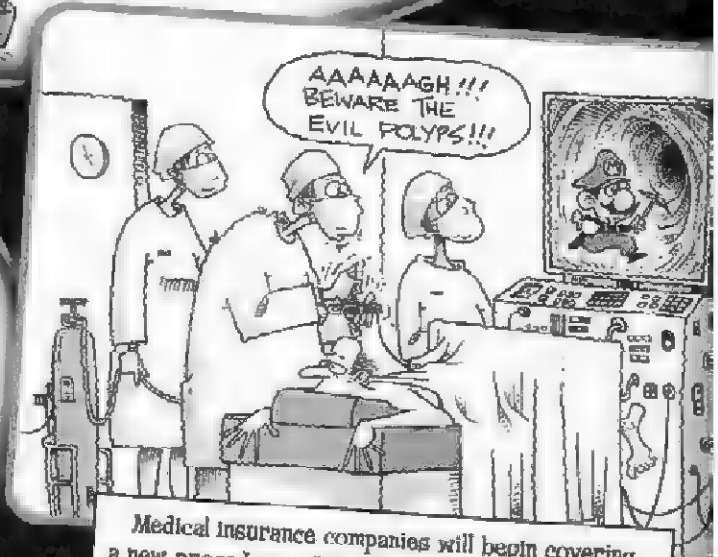
WHEN HARDCORE GAMERS TAKE THEIR PLACE IN SOCIETY



Rather than candid shots of the wife and kids, the majority of desktop photo frames will feature the babes from "Dead or Alive Xtreme Beach Volleyball."

Funeral parlors will offer a special "Frogger" procession.

Daycare rosters will become inundated with kids named after characters their parents created while playing "EverQuest."



Medical insurance companies will begin covering a new procedure – "The Super Mario Colonoscopy."

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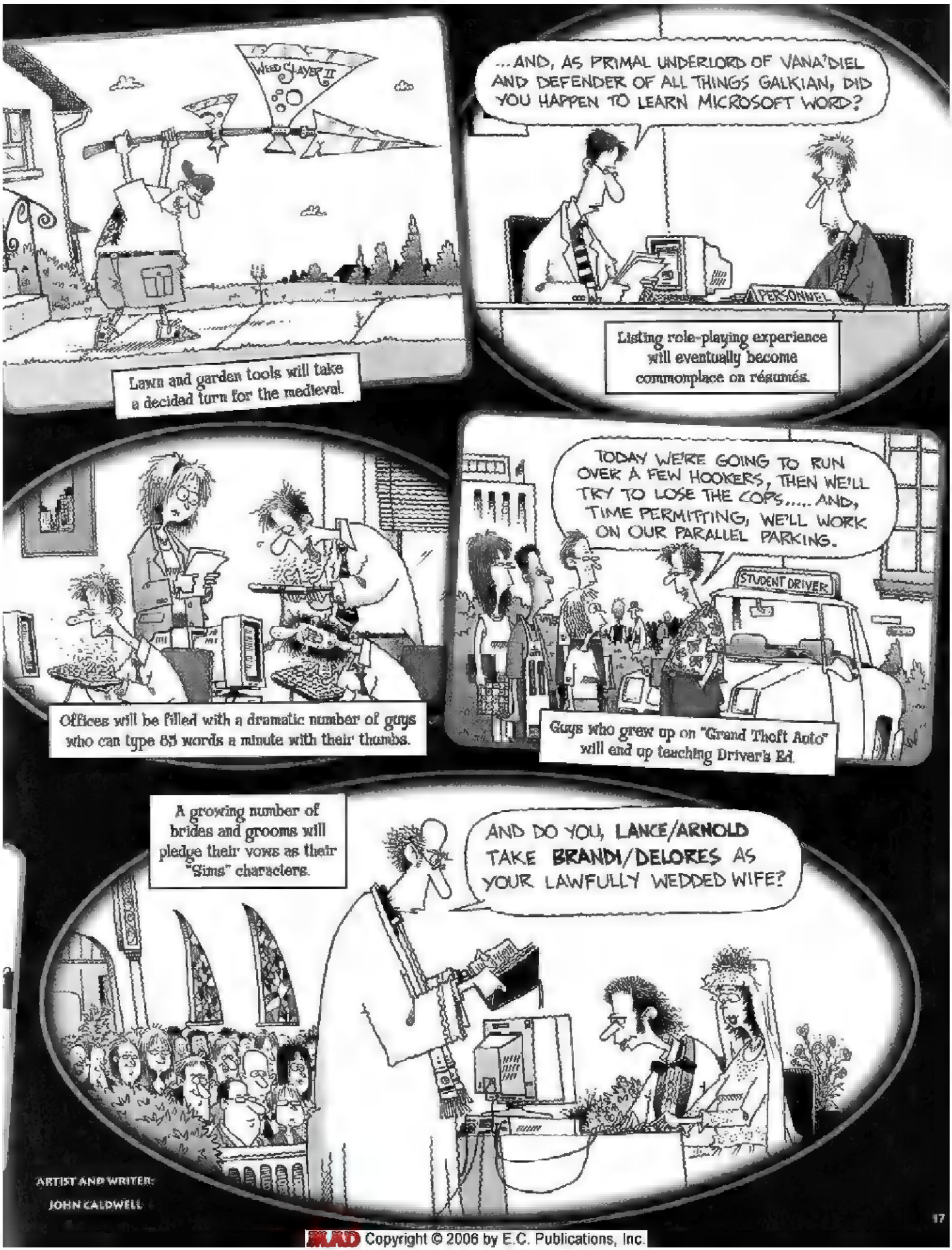
Weed Slayer II
Lawn and garden tools will take a decided turn for the medieval.
...AND, AS PRIMAL UNDERLORD OF VANA'DIEL AND DEFENDER OF ALL THINGS GALKIAN, DID YOU HAPPEN TO LEARN MICROSOFT WORD?
PERSONNEL
Listing role-playing experience will eventually become commonplace on résumés.
Offices will be filled with a dramatic number of guys who can type 85 words a minute with their thumbs.
TODAY WE'RE GOING TO RUN OVER A FEW HOOKERS, THEN WE'LL TRY TO LOSE THE COPS..... AND, TIME PERMITTING, WE'LL WORK ON OUR PARALLEL PARKING.
STUDENT DRIVER
Guys who grew up on "Grand Theft Auto" will end up teaching Driver's Ed.
A growing number of brides and grooms will pledge their vows as their "Sims" characters.
AND DO YOU, LANCE/ARNOLD TAKE BRANDI/DELORES AS YOUR LAWFULLY WEDDED WIFE?

ARTIST AND WRITER:
JOHN CALDWELL

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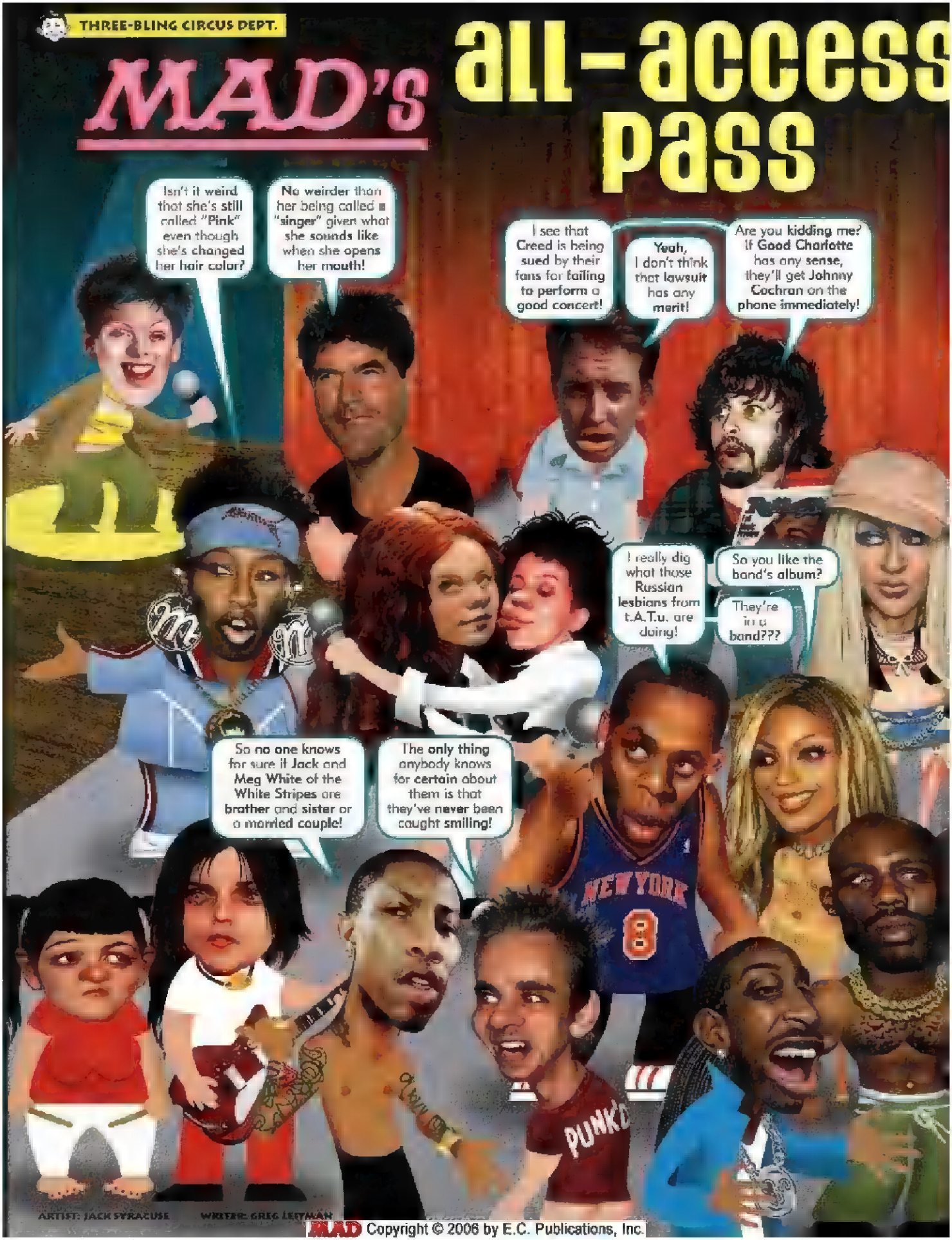
THREE-BLING CIRCUS DEPT.
MAD's all-access pass
Isn't it weird that she's still called "Pink" even though she's changed her hair color?
No weirder than her being called a "singer" given what she sounds like when she opens her mouth!
I see that Creed is being sued by their fans for failing to perform a good concert!
Yeah, I don't think that lawsuit has any merit!
Are you kidding me? If Good Charlotte has any sense, they'll get Johnny Cochran on the phone immediately!
I really dig what those Russian lesbians from t.A.T.u. are doing!
So you like the band's album?
They're in a band???
So no one knows for sure if Jack and Meg White of the White Stripes are brother and sister or a married couple!
The only thing anybody knows for certain about them is that they've never been caught smiling!
NEW YORK
PUNK'D
ARTIST: JACK SYRACUSE
WRITER: GREG LEITMAN
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to the
MTV VIDEO MUSIC AWARDS
part two
It's good to see Christina Aguilera dressing a little bit classier for this year's ceremony!
What are you talking about? You can see her underwear!
At least tonight she's wearing underwear!
Isn't it shocking to watch Johnny Cash's video "Hurt" and see how young and vibrant he used to be compared to how sad and haggard he looks now?
Yeah, it reminds me a lot of Whitney Houston!
Who are those three bedraggled, pathetic unknowns stalking Gwen Stefani?
Those aren't stalkers — they're the other members of No Doubt!
With his work on the 8 Mile soundtrack, we've seen Eminem's softer, more sentimental side. If he keeps this up, fans will have to look elsewhere to hear a steady stream of homophobia, misogyny and crass bullying!
You mean to other hardcore rappers like 50 Cent, Ludacris and DMX?
No, I mean to right-wing extremists like Michael Savage, Tom DeLay and Rick Santorum!
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Ask not for whom the homeroom bell tolls. It's...

MONROE and...

MAN, I CAN'T BELIEVE TOMORROW IS THE FIRST DAY OF SCHOOL.
YEAH. WHEN I WAS A KID I HATED IT, NOW I COULDN'T POSSIBLY LOVE IT MORE!
ME TOO! WE GET TO HEAR YOU COMPLAIN AND WATCH YOU SUFFER EVERY MORNING!
THEN YOU GO AWAY FOR A SEVEN-HOUR STRETCH!
IT'S ALMOST AS GOOD AS SENDING YOU TO JUVIE.
OH, BY THE WAY, YOU'RE SWITCHING SCHOOLS THIS YEAR.
I... WHAT? SWITCHING SCHOOLS? WHAT ABOUT ALL MY FRIENDS?
HA HA HA

BACK TO SKOOL

WHAT DO YOU MEAN?
IT'S NOT LIKE YOU'VE EVER HAD AN INTEREST IN MY SCHOOLING.
NOT TRUE. WHAT ABOUT THE TIME I HELPED YOU SELL ALL THAT Candy?
YEAH, YOU SPENT ALL THE MONEY ON $ BLACK MARKET BOTOX. $
BUT LOOK AT THESE EYE SOCKETS NOW!
OKAY, HERE'S WHY YOU'RE SWITCHING SCHOOLS...
SO THEY'RE TAKING THE NAMES OF EVERYONE'S KID AND I THINK, GREAT, MAYBE THEY'RE FINALLY ROUNDING YOU ALL UP! NO SUCH LUCK. IT'S FOR SOME NANCY-BOY CHARTER SCHOOL.
YOU BELIEVE IT? THEY THOUGHT YOUR DAD WAS A CONCERNED PARENT SIGNING YOU UP FOR SOME OUTREACH PROGRAM!
HEY, I'M ALWAYS WILLING TO OUTREACH FOR SOME SUCKER'S HANDOUT! YOU START TOMORROW. HAVE FUN!
TERRIFIC.
WOW! IT'S WEIRD TO SEE TREES WITHOUT GRAFFITI ON THEM!
YOU MUST BE MONROE. I'M Mr. Thorn, YOUR ADVISOR.
HI. OKAY.
KEEBLER SCHOOL
HI, I'M MONROE. I JUST GOT TRANSFERRED HERE.
AH, ONE OF THE STREET-HARDENED TOUGHS. DELIGHTED! I'M REGGIE THEWLWHISTLE.
HEY, SPEAKING OF TOUGHS, WHO'S THE SCHOOL BULLY? WHO DO I WANNA LOOK OUT FOR?
BULLY? THERE'S NO BULLY AT KEEBLER.
NO BULLY? WHO DO YOU GIVE YOUR LUNCH TO?
I SUPPOSE WHOEVER NEEDS IT.
UH, CAN I HAVE YOUR MUFFIN?
CERTAINLY, AND IT'S A SCONE.
RIGHT. LET'S HAVE THE PUDDING, TOO.
MOUSSE.
WHATEVER.
CHOF!

WRITER: ANTHONY BARBIERI

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MONROE

REGGIE.
HELLO, PAUL. MEET MONROE. HE'S A NEW TRANSFER.
HELLO, I'M PAUL. I MAJOR IN SCATOLOGICAL SCIENCE. WOULD YOU LIKE TO SEE MY COLLECTION OF RARE AND EXOTIC ANIMAL DUNG?
WOW, I CAN'T BELIEVE IT! A WHOLE GROUP OF GUYS EVEN MORE SCREWED UP THAN ME!
IT'S THE SAD TRUTH. YES.
I'M AFRAID SO. SAY, LOOK AT ALL THE BERRIES IN THIS COYOTE SCAT.
SO, HOW WILL YOU SPEND YOUR TIME HERE AT KEEBLER?
I CAN'T BELIEVE IT, BUT I GUESS I'LL BE THE... SCHOOL BULLY!
WOW! YOU LOOK TERRIBLE! WHAT HAPPENED?
A REAL BULLY REMINDED ME OF HOW IT'S DONE. NOW, LET'S SEE, GIMME YOUR LUNCH MONEY, REGGIE.
CERTAINLY, MONROE. IF YOU NEED MORE I CAN CERTAINLY DRAFT YOU A CHECK.
OH, FOR THE LOVE OF GOD! THERE'S NO CHALLENGE! OKAY, MAKE IT OUT TO "CASH."
MONROE. JUST THE PERSON I WAS LOOKING FOR.
UM, YES?
IT'S COME TO OUR ATTENTION THAT YOU'VE BEEN STRONG-ARMING SOME OF THE OTHER STUDENTS.
THANKS FOR LETTING ME BOSS YOU GUYS AROUND. IT WAS PRETTY sweet.
WE WERE JUST ABOUT TO RISE UP AGAINST YOU AND WRITE A STERN NOTE REQUESTING A TRUCE, BUT NOW THAT YOU'RE LEAVING, I MUST SAY WE'RE GOING TO MISS YOU.
PLEASE, PLEASE DON'T CRY.
I'M TRYING.
I LEFT YOU A LITTLE GOING AWAY PRESENT IN YOUR BACKPACK -- FIVE KILOS OF RARE AFRICAN RHINO EXCREMENT! IT'S FROM MY PRIVATE COLLECTION!
ER... WOW, THANKS, MAN. I DON'T KNOW HOW TO THANK YOU...

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IT'S AWESOME! IT'S LIKE THAT SCHOOL IN Harry Potter EXCEPT THE ONLY MAGIC THESE KIDS KNOW IS HOW TO BE LAME!
CALM DOWN, YOU'RE WAY TOO HAPPY!
YEAH. IT'S GIVING ME THE SHAKES.
HEY, DORK! YOU WEREN'T THERE FOR OUR ANNUAL FIRST-DAY-OF-SCHOOL-WHOOPING.
YEAH, UH, I DON'T GO TO YOUR SCHOOL ANYMORE, SO, UH, SEE YA.
COOL, I'LL THROW YOU A GOING AWAY PARTY! HAVE A NICE TRIP!
GOOD ONE, DYLAN!
BOOT!
MAN, THAT IS SOME QUALITY BULLYING. I GOTTA REMEMBER THIS STUFF FOR THOSE KEEBLER GEEKS!
BOUNCE!
ME? STRONG-ARMING? GET A LOAD OF THESE.
I WROTE IT WAS FOR "EXTORTION"- FOR MY TAXES, IF THAT'S OKAY.
WELL, THIS ■ AWKWARD.
DO NOT FEAR, MONROE. AT KEEBLER, WE APPLAUD YOUR ENTREPRENEURSHIP. THAT'S NOT THE PROBLEM.
SO, WHAT'S UP?
I'M AFRAID WHEN YOUR GIN-SOAKED FATHER SCRAWLED OUT YOUR APPLICATION HE MISSPELLED THE ADDRESS. AS IT TURNS OUT, YOU ARE NOT IN FACT ZONED FOR THE KEEBLER OUTREACH PROGRAM.
SO, PLEASE REMOVE YOUR FETID PRESENCE FROM OUR HALLOWED SCHOOL GROUNDS IMMEDIATELY!
MAN! DOES LIFE KEEP SUCKING O■ WHAT?
I CAN'T BELIEVE IT! I'D GIVE MY LEFT NUT TO GO TO KEEBLER!
YOU MEAN IF IT WOULD DROP YOU'D GIVE IT.
RIGHT.
LOOK WHO'S BACK! OKAY, WHAT'S FOR LUNCH?
SCREW LUNCH, DYLAN. TAKE THE WHOLE BACKPACK.
WHAT THE...?!
TONY S.

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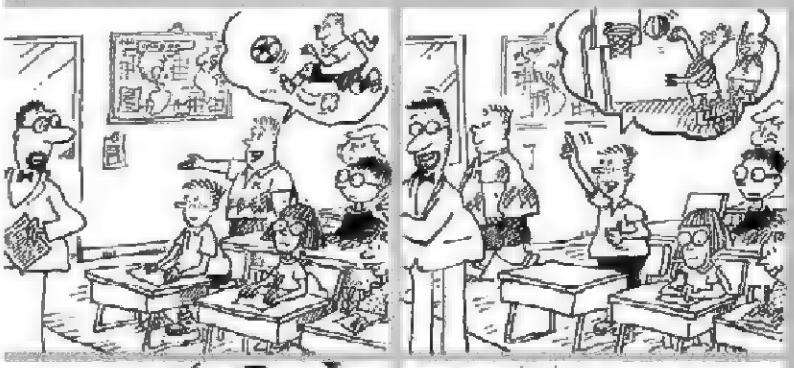
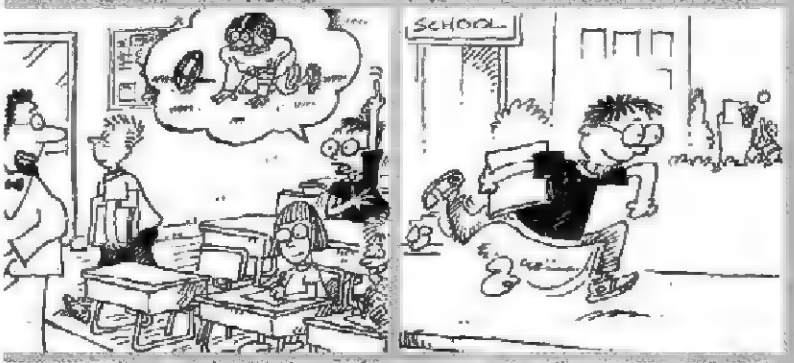
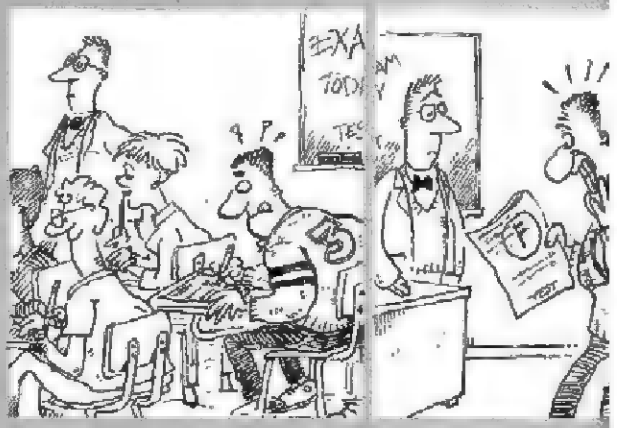
SERGIO ARAGONÉS PRESENTS A MAD LOOK AT







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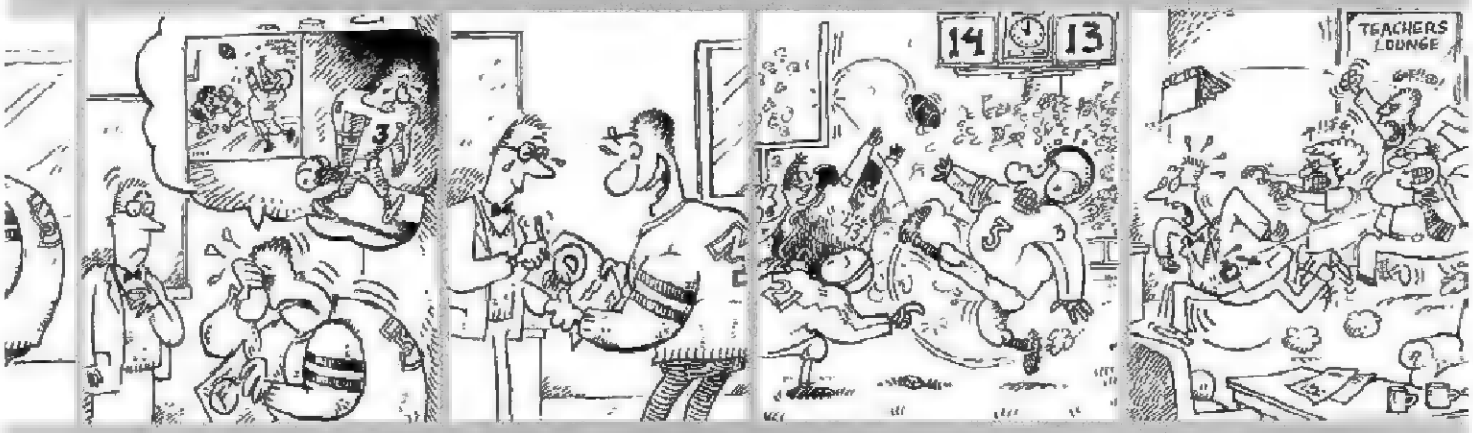
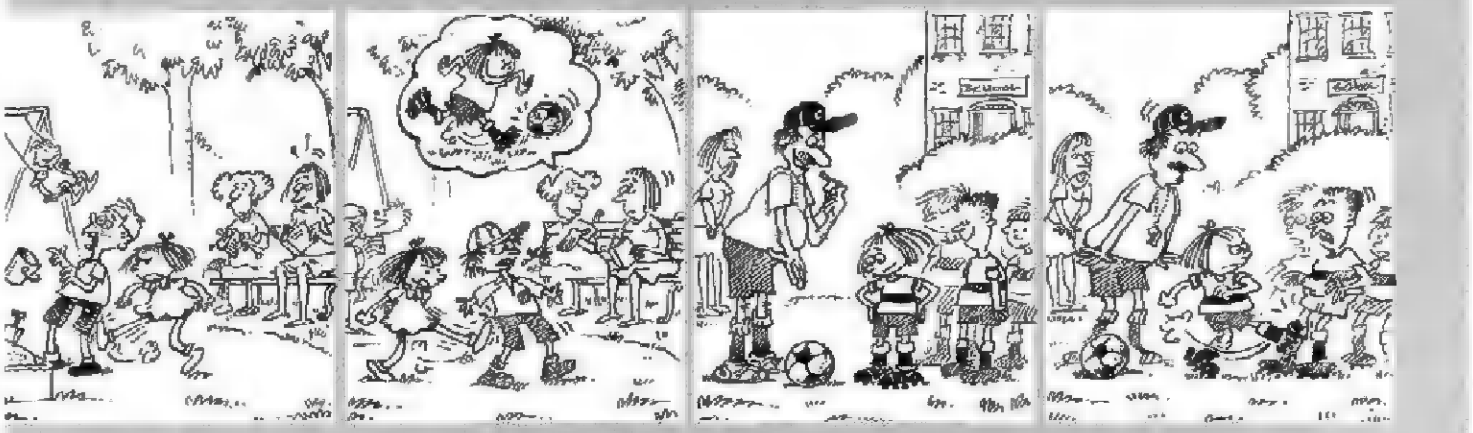
TRYING OUT FOR THE TEAM





ARTIST AND WRITER: SERGIO ARAGONES

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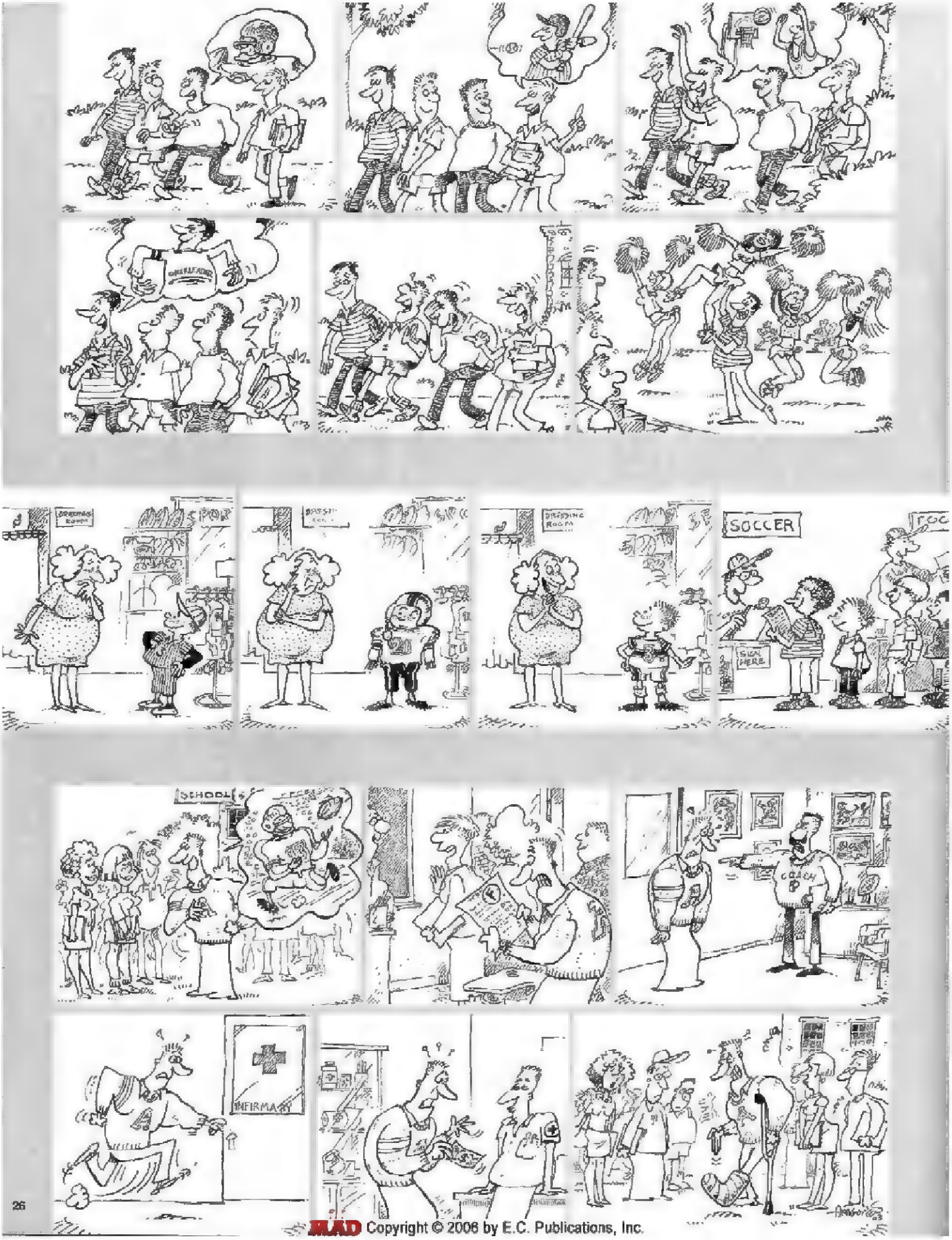

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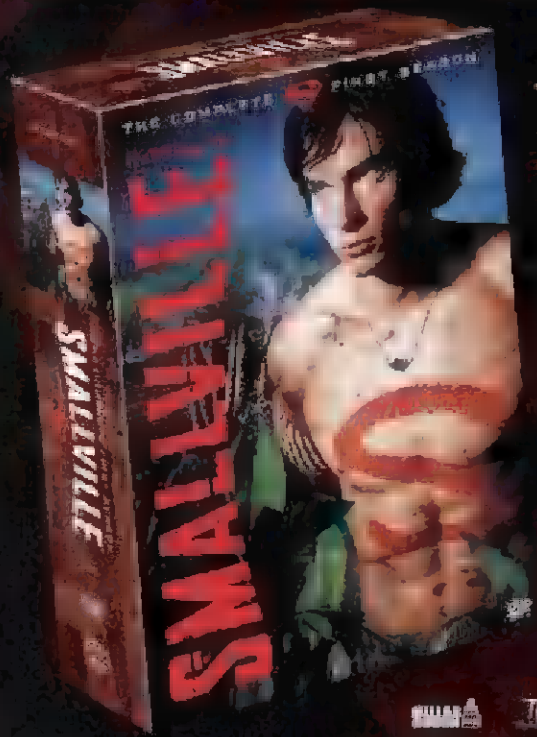
EVERY LEGEND HAS A BEGINNING.



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The do it yourselfer faces a wide variety of gruesome and ungodly characters — bloodthirsty ghouls, undead spectors from beyond, even licensed contractors. But before you douse yourself in holy water and roll up yours sleeves for the hellish task at hand, see if our own expert can offer some help...

MORE MR. FIX-IT Tackles Your OCCULT And PARANORMAL HOME REPAIR PROBLEMS

Dear Mr. Fix-It,

My new roommate, Vlad, is a vampire. However, his coffin is very old, and the joints are dried out and loosening. With the drapes open, it provides little protection from the sun and he makes quite a racket, restlessly tossing in his unholy slumber. Because of the coffin's disrepair, the curtains have to be drawn all day long, even though it is depressing and causing my plants to die.

Is there a simple and easy way I can tighten up his squeaky coffin so he won't make so much noise when I try to enjoy the sun? I'm afraid if this problem continues, he'll be left defenseless against the light and his body will horribly collapse into a steaming, hissing mass of putrid decay. This would be a shame, since he always pays his half of the rent on time and good roommates are hard to find.

I've enclosed a photo of Vlad with one of his latest victims. You can see the coffin in the background.

Signed,
Dying to Get Some Quiet

Dear Dying to Get Some Quiet,

You might have a bigger problem than you think. Most vampire coffins are made from a specific kind of black oak found only in the most remote regions of the Carpathian Forest. This wood is chosen specifically for its hardness, durability and, in most cases, impenetrability. In essence, you couldn't drive a screw into it if all the lost souls taken by all the blood sucking hordes throughout history depended on it. You could try glue and clamps, though. Plain old Elmer's glue would do the trick — adding a little ground garlic will loosen up the wood and make it a bit easier to force it back into its unholy original shape. Be careful not to use too much garlic though, as you might have one angry vampire on your hands.

After applying the glue, use as many three and six-foot C-clamps as it takes to slowly squeeze the joints together. Make sure to use some pieces of soft wood (like pine) as cushions between the clamps and the coffin. It would really be a shame to mar the finish of such an ancient and diabolical piece of workmanship.

All the best, Mr. Fix-It

ARTIST: JAMES WARHOLA
WRITER: P.C. VEY

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Dear Mr. Fix-It,

I recently laid some beautiful Spanish tiles in my kitchen. They really look great but I suspect the adhesive I used was not right for the job. Not two days after I thought I was finished, the tiles started moving around. I don't mean slipping out of place due to foot traffic, I mean crashing around the house, leaving incredible mayhem and destruction in their wake. After a week, every single tile relocated itself to a different part of the house and rested in the rubble and dust that I once called home. I even found one in the crib. Thank God we don't have a baby.

When I called the store where I bought the product, all I heard were blood-curdling screams and someone yelling in the background about a man-eating, putty-colored blob that was mistakenly packaged as floor and tile adhesive. It's been two weeks now and the inside of my house has gone from bad to worse. And I've nearly been eaten twice. What should I do?

I've enclosed a photo of the container it came in and what used to be my kitchen.

Signed, Food For Adhesive

Dear Food For Adhesive,

Putty can make a real mess if not handled properly. First, you should put on a pair of heavy-duty industrial rubber gloves and a plastic helmet with a clear shield for your face. Then, carefully scrape off as much blob as you can from the tiles and dispose of it. Use a reinforced airtight hazardous materials container and have somebody from the EPA come and pick it up. Whatever you do, don't just throw it in the trash or dump it in a lake. If it got into the ground water, it could easily kill every man, woman and child in your community.

After the tiles are nice and clean, get some quality (and yes, costly) floor and tile adhesive, apply it in a thick, even coat to the back of each tile and set them firmly into place. It never pays to skimp on materials — but if the product was defective and was, in fact, a man-eating blob rather than the floor adhesive it claimed to be, a strongly-worded letter to the manufacturer should get you a full refund.

All the best, Mr. Fix-It

Dear Mr. Fix-It,

The devil is living in my refrigerator. I know it's Satan himself and not some lesser demon, because I signed a pact with him a years ago and one of the sub-clauses stated that he could live in my refrigerator if he wanted to. At the time I thought nothing of it. After all, why in hell would Satan want to live in my refrigerator? It's an older model and the compressor is just about shot. But apparently I was wrong and now I'm paying the price. Nothing stays cold anymore. Dairy products just go putrid. Fruits and vegetables sit in a pool of their own self-emanating slime. All my leftovers are covered with a multicolored fungus that I swear shows some signs of intelligence. At times, the thing radiates so much heat I have to open the windows, which let in the thousands of flies that seem to gather outside the house on a daily basis. I called a refrigerator repairman but he says he doesn't work on satanic appliances. The best he could recommend was canned foods or take-out. I've enclosed a photo of my kitchen.

Signed, Eating Out A Lot

Dear Eating Out A Lot,

Your first mistake was signing anything with the devil, let alone a pact. Try consulting the warranty to see if the manufacturer covers the problem. If it doesn't, just unplug the thing, and bring it out to your front lawn for the trash. Old appliances, satanic or otherwise, are usually not worth repairing. When buying yourself a new refrigerator, be sure to use a fake ID and a clever disguise. If your pact with the devil is airtight – and most of them are — he'll move right into the new one if he knows you bought it. Of course, you could always move to a much colder climate, say, somewhere along the Arctic Circle, where you could easily get along without a refrigerator. But then you might always wonder if he'll show up demanding to move into an old ice chest or some cold beverage insulator.

All the best, Mr. Fix-It

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MORE MR. FIX-IT Tackles Your OCCULT And PARANORMAL HOME REPAIR PROBLEMS

Dear Mr. Fix-It,

I have hundreds of rampaging, zombie beetles burrowing their way through my house right now. Normally this kind of thing wouldn't bother me, but I'm trying to put up some sheetrock in the basement and my home is falling apart around me. I've tried a protective jumpsuit and special goggles that my optometrist prescribed, but they only seem to anger the swarm of insects. Their destruction and bloodlust have already caused me to nail two fingers and a thumb to the wall by mistake. How can I finish this job I started? I've enclosed a badly taken photo of myself trying to cope — because it's also hard to use a camera in this condition.

Signed, Up Against a Wall

Dear Up Against a Wall,

You should ask a friend or neighbor to help — putting up sheetrock is really a two man job, even in ideal situations. If your predicament has alienated all your friends and scared off all your neighbors, you could always hire a handyman. They don't charge much and are good workers. Additionally, most are second-rate professional carpenters who want to get in, do the job and get out without much conversation or judgment, no matter what kind of peculiar situation presents itself. This seems perfect in your case.

Remember to use waterproof sheetrock screws, as blood will rust regular screws as easily as water.

All the best, Mr. Fix-It

Dear Mr. Fix-It,

I believe my house is being targeted by flying saucers. The other day, a formation of six swooped down and rattled my roof so hard, some of the shingles flew off and my chimney shook so much I thought it was going to collapse. Then, last night, nine of them buzzed around my house for an hour, taking turns bumping into it. As a result, some bricks actually did fall from the chimney, one right down the flue, hitting me in the face as I was looking up it to get a better look. I realize this isn't the end of the world, as some of my UFO books would indicate, but I have a genuine fear that the chimney might actually fall over during the next big rainstorm.

Is there any way I can shore it up or strengthen it so it might last the lifetime it was guaranteed to last?

Signed, Still Bleeding From the Brick

Dear Still Bleeding From the Brick,

I wish you had sent me a photo of your chimney. It's hard to help you if I'm left in the dark as to the extent of damage done. However, if it has been bombarded in this way and lost a number of bricks, I would have to think the integrity of its structure has been compromised — in which case, you may need a whole new one built. My advice to you is not to do the job yourself. A job like this, done incorrectly, could give you even bigger trouble later on down the line.

But, if you insist on tackling the job yourself, avoid using lumber — it could ignite during your next sighting. I wouldn't rebuild it with bricks either, as you will probably just have the same experience during the next big onslaught. Reinforced concrete encased in an inch of plate steel might be a good idea. It will be tricky getting it up to your roof, but a military contractor probably has some expertise with this sort of thing. Try contacting your local army base for help.

All the best, Mr. Fix-It

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save the colony!

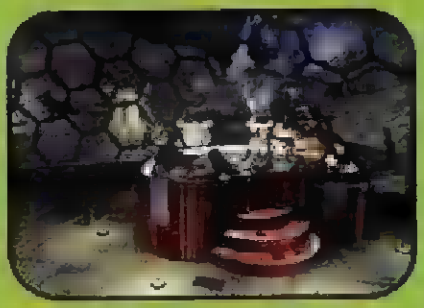
fresh GAMEPLAY GUARANTEED!

SPACE COLONY

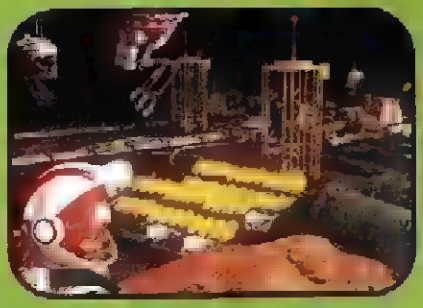
The First Personality Sim Builder!

You've built the perfect simulated life on earth. Now let's see how you do with the rest of the galaxy. Welcome to Space Colony, where your life depends on an unruly group of fellow space rejects. Between managing the resources of the colony and managing the various neuroses of your fellow colonists, you may feel the vastness of space closing in on you. No one ever said life among the stars would be easy.

Watch 20 unique characters as they hunt, socialize and just get on with their weird and dysfunctional daily lives.



Manage and improve the daily life of your crew. Oxygen, power and food are vital...but there are many ways to support your people.



Be transported to other worlds, explore them and establish footholds as you play across an immersive 24 mission story.

www.spacecolonygame.com

PC CD-ROM SOFTWARE

FIREFLY

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GATHERING
A TAKE-TWO COMPANY

TEEN T
CONTENT RATED BY ESRB

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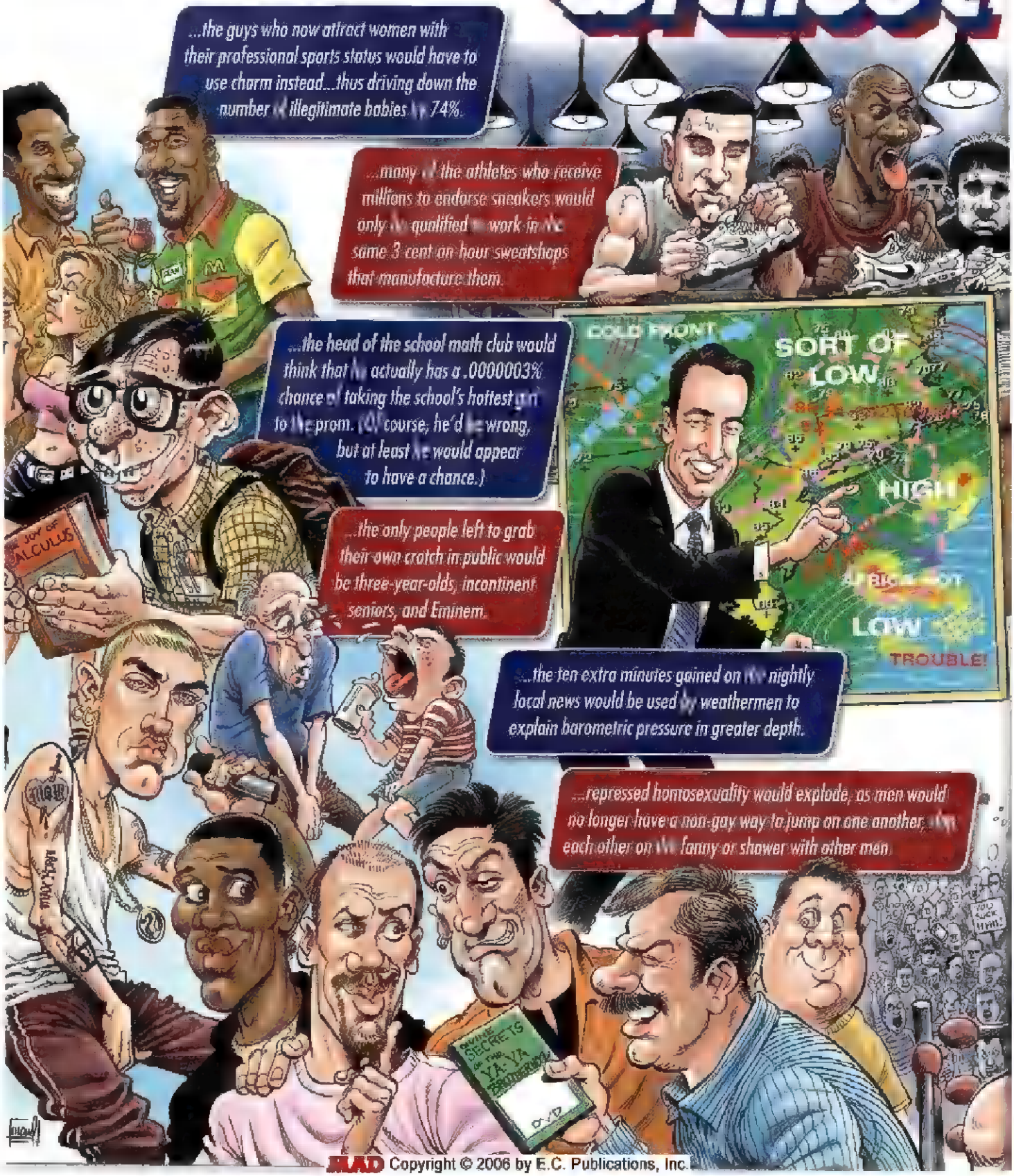
Without

There's a new advertising campaign for ESPN that asks us to look at what the world would be like "Without Sports." Some of the lines include, "Weekends would be weekdays." "Would anyone believe in miracles?", etc. Well, that's the ad agency's idea of what would happen, but we have our own theory on what life would be like...


...the guys who now attract women with their professional sports status would have to use charm instead...thus driving down the number of illegitimate babies by 74%.
...many of the athletes who receive millions to endorse sneakers would only be qualified to work in the same 3 cent an hour sweatshops that manufacture them.
...the head of the school math club would think that he actually has a .0000003% chance of taking the school's hottest girl to the prom. (Of course, he'd be wrong, but at least he would appear to have a chance.)
COLD FRONT
SORT OF LOW
HIGH
LOW
TROUBLE!
...the only people left to grab their own crotch in public would be three-year-olds, incontinent seniors, and Eminem.
...the ten extra minutes gained on the nightly local news would be used by weathermen to explain barometric pressure in greater depth.
...repressed homosexuality would explode, as men would no longer have a non-gay way to jump on one another, slap each other on the fanny or shower with other men.
THE JOY OF CALCULUS
DIVINE SECRETS OF THE YA-YA SISTERHOOD

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Sports...
ARTIST: TOM RICHMOND
WRITER: BARRY LIEBMANN
...God would be able to concentrate on world hunger and curing illnesses once it's no longer besieged by Cubs and Red Sox fans praying for a World Series win.
...Spike Lee and Woody Allen, no longer distracted by every lame, pathetic Knicks game, would have the time to improve every one of their lame, pathetic movie scripts.
...Bobby Knight would be tranquilized, Mike Tyson would be lobotomized, and O.J. would be on Death Row.
...people who now go shirtless and paint their faces at ballgames would have to find new ways to show the world that they're shameless idiots, thus swelling the ranks of Fear Factor contestants and Presidential candidates.
...American males would have even less inclination to learn mathematics since they wouldn't have to figure out point spreads.
...Pro Wrestling would be totally unchanged.
VOTE EARL!
EARL RULES
FOR PRESIDENT
EARL FOR PREZ
1+2=?
ZZZ
RUCK THIS!
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A MARRIAGE MADE IN 7-11 DEPT.

There's the love you have for a romantic partner and the love you have for family. In America's heartland (or, to use election coverage terminology, the "red states"), one often finds a love that's both. So blow dry your mullet, slip into your Wal-Mart tuxedo and examine...

THE TELLTALE OF A WHITE

The bride thinks her bruises meet the requirement for the "something blue."

...as long as you both shall li... Just a hol minute, folks! It's seemin' to appear that Biffle's bumpin' run pushed him past Earnhardt, Leavin' Dale junior with a big ol' Darlington Stripe on his Rear Clip. Hoo-wee! Team Grainger could just win this one! God willin' we'll catch it on slo-mo later!
DUDE!!

The priest announces NASCAR updates throughout the ceremony.

...and then I member Donny goes "it PROLLY AIN'T EVEN MY KID" an then Tiffany starts beatin' the crap outta him an then me an him are like crackin' up cuz she's so freakin' fat an we're like WASTED so her giant-ass head is bobbin' all around an then I go "DONNY, YOU SHOULDT JUS MARRY HER ANYWAYS CUZ OF HER EXCELLENT JOBS AT THE CASH-PASH! So here's to Donny an Tiff.
WHY don't you shut the frig up Kenny, cuz You wasn't sayin' nothin' about me bein' FAT when You Wuz givin' me them hickeys LAST night!!!

The toast, done with shots of Jack Daniels, usually includes a meandering account of public urination, petty crime and a feigned farewell to wild oats-sowing.

The gift table has an inordinate number of parcels bearing a striking resemblance to six-packs.

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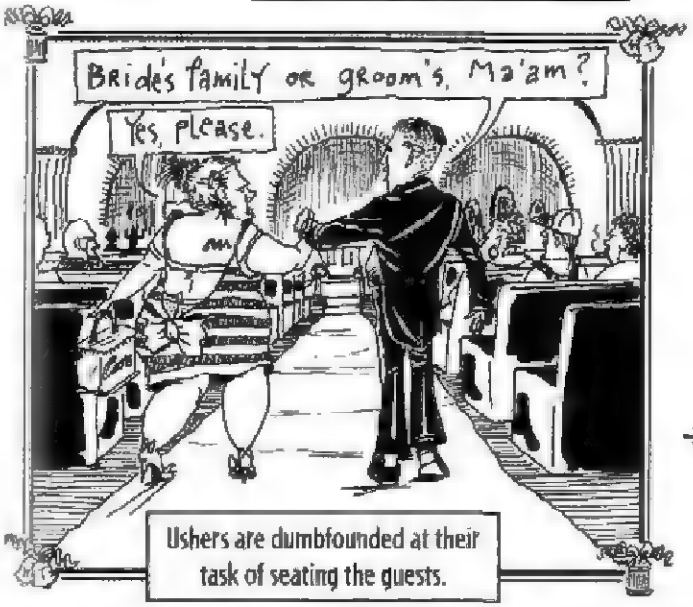
SIGNS TRASH WEDDING

ARTIST AND WRITER:
TERESA BURNS PARKHURST

Git yer fister fer thievin' paws off me!!
POR FAT SHED
Mmm... smells like golden yeller foods ta me... I just can't git enuf of 'em no matter how juicy my gossees git!!

You can't help but notice that tensions are high at the Buffet Shed, where the guests are mauling the all-fried menu, fearing short supply.

The bride isn't sure if she spilled her Gin 'n' Kool-Aid spritzer or if her water just broke.



Ushers are dumbfounded at their task of seating the guests.

Guests sporting glittery decals on their sweatshirts are overheard scoffing at guests with only plain decals on their sweatshirts.

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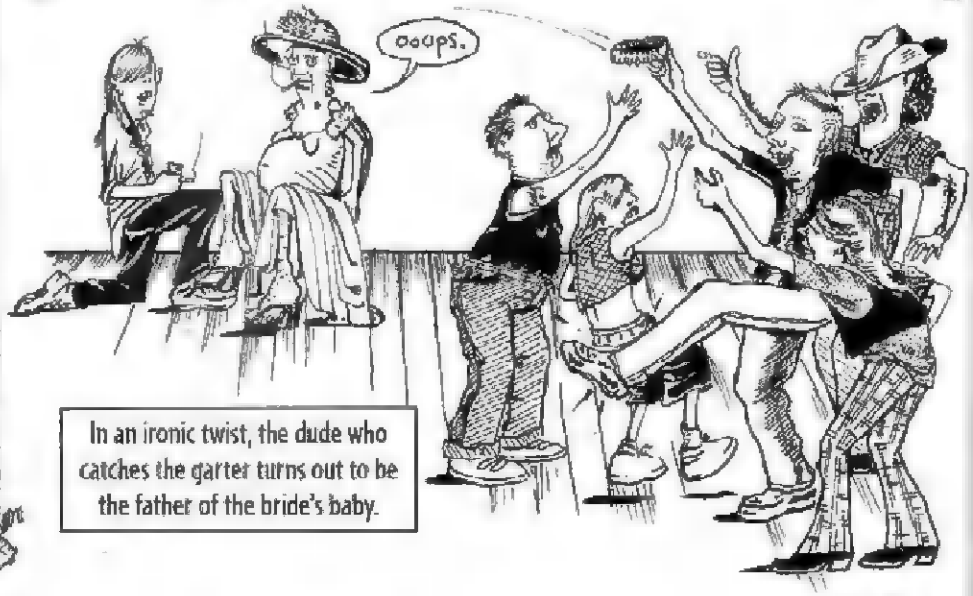
THE TELLTALE SIGNS OF A WHITE TRASH WEDDING

The traditional father-daughter dance quickly degenerates into a father-daughter make-out session.

In a touching display of affection, for their first dance together, the bride and groom feverishly grind to AC/DC's "Highway to Hell."



In an ironic twist, the dude who catches the garter turns out to be the father of the bride's baby.

Even though it's her night off, the groom's mother honors the crowd's requests and performs a pole dance.

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FREEDOM WILL ENDURE

GOTHAM GAMES

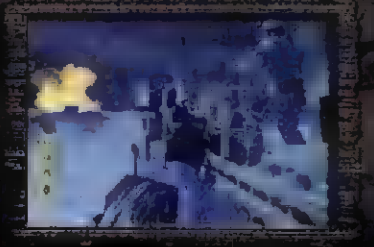
CONFLICT: DESERT STORM II

BACK TO BAGHDAD

COMING OCTOBER 2003

COMMAND FOUR ELITE UNITS FROM THE US DELTA FORCE OR BRITISH SAS, EACH WITH UNIQUE SKILLS AND ARSENALS.

MULTIPLAYER ACTION ALLOWS UP TO FOUR PLAYERS TO JOIN IN THE BATTLE FOR FREEDOM!



TEN VARIED LEVELS OF GULF WAR ACTION WILL TAKE YOU FROM STEALTHY P.O.W. BREAKOUTS TO ALL OUT TANK BATTLES!

PlayStation.2 XBOX PC CD-ROM SOFTWARE SCi GAMES PIVOTAL GAMES

RATING PENDING RP CONTENT RATED BY ESRB

Visit www.esrb.org or call 1-800-771-3772 for Rating Information.

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ARTIST AND WRITER: PETER KUPER

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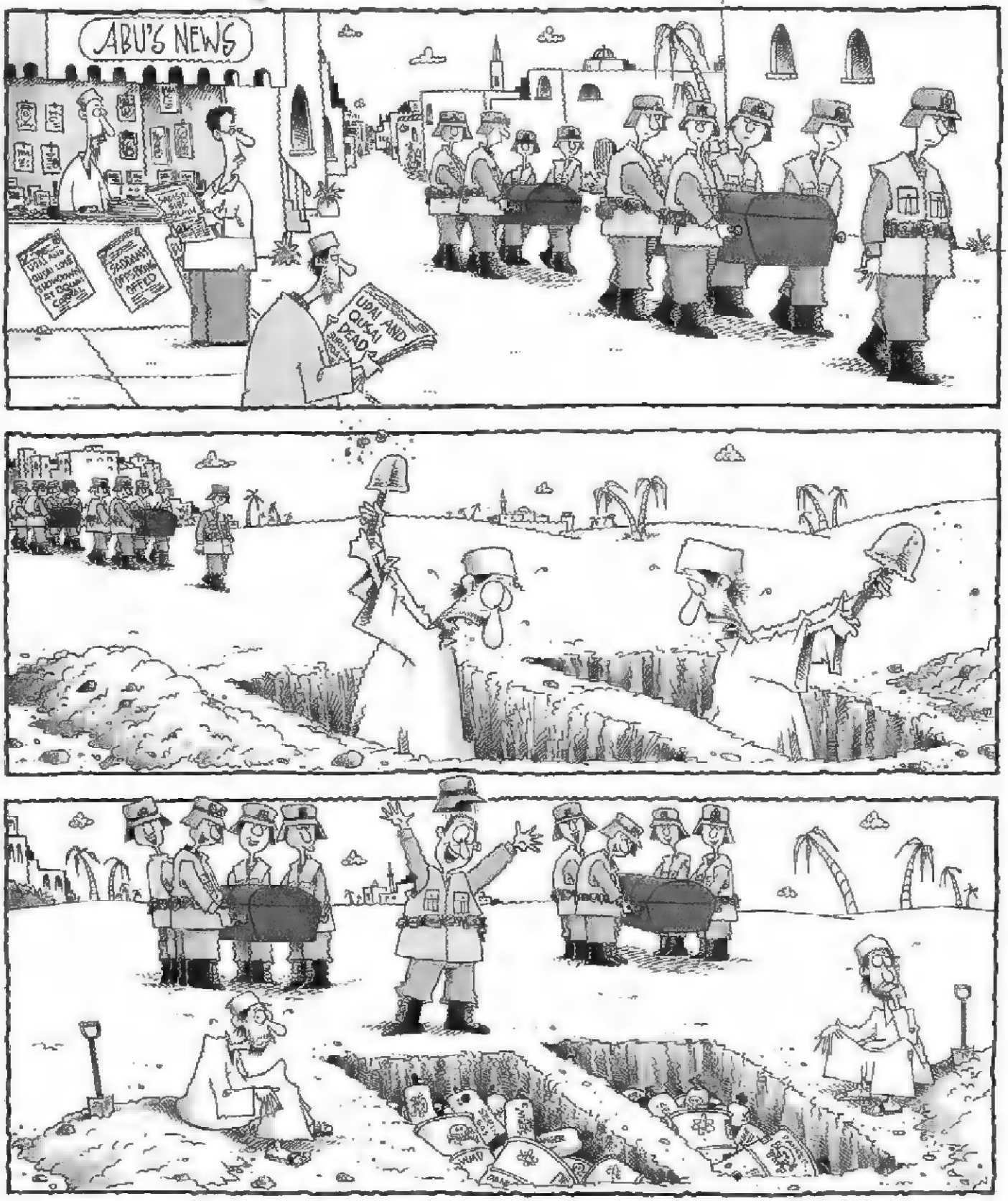
SIX FEET BLUNDER DEPT.

AN IRAQI SCENE WE'D LIKE TO SEE



ARTIST: JOHN CALDWELL WRITER: CHRIS ALLEN

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atomic Digital Technology

Never set your watch again!

Atomic digital watches keep absolute time and date accuracy by tuning in to the official time transmitter.

The world has become a smaller place in the past few decades. Transactions take place across the world in an instant. Having a timepiece that can not only keep perfectly accurate time, but also keep track of the time zones can be really helpful and convenient. Now there is a watch that scientifically gives the right time in all zones within a 2,000 mile range of the F-1 Fountain Atomic Clock.

If you travel this watch is a necessity. The Atomic Digital Watch from LaCrosse Technology is radio-controlled, maintaining its incredible accuracy by automatically tuning into the official standard frequency and time transmitter in North America. This WWVB radio signal gets its time from the most precise clock in North America based in Colorado, and transmits its signal over a 2000-mile range. With the press of a button, the Atomic Digital Watch gives you a selection of 24 time zones, from GMT+12h to GMT-12h with special U.S. time zones displayed with three characters (ATL, EST, CST, MST, PST, ALA, and HAW). This ultra-accurate radio-controlled timepiece has a perpetual day and date calendar, signal reception indicator and is powered by a 3-volt lithium battery expected to last up to three years.

Radio wave technology

Does anyone really know what time it is? Well, the U.S. Government wants to, so they created the National Institute of Standards and Technology, a component of the U.S. Department of Commerce. The Time and Frequency Division, located in Boulder, Colorado, maintains the F-1 Fountain Atomic Clock, the nation's standard of time. This clock neither gains nor loses a second over a 1 million-year period. This clock is used to create an international time scale, which NIST distributes through its radio stations.

Wrist-worthy. Now, advanced Radio Frequency (RF) technology is featured in a wrist-worn timepiece for use at home, at the office or on the road. This watch is the next best thing to having your own atomic clock, because it automatically displays the precise accurate time thanks to its improved radio-signal reception. With a 12 or 24-hour time mode capability, it automatically adjusts itself for daylight saving time (with an "OFF" feature) and leap years and it features a variety of practical and convenient features to fit your lifestyle.

A timely gift. The stainless steel butterfly clasp and removable links to adjust the band size make it a good fit. The specially designed casing allows for optimal radio signal reception. This watch is a great gift for anyone who values precision and technology.

Try it for yourself. Advances in electronic technology let you get precise timekeeping at an affordable price. Now, thanks to a factory-direct relationship with the manufacturer of the Atomic Digital Watch, you can try it for yourself with TechnoScout's exclusive home trial. Try this product for 30 days and return it for the full purchase price if not satisfied.

Atomic Digital Watch-Titanium Finish

ZY-1713 . . . . . **~~$69.95~~ $49.95** + S&H

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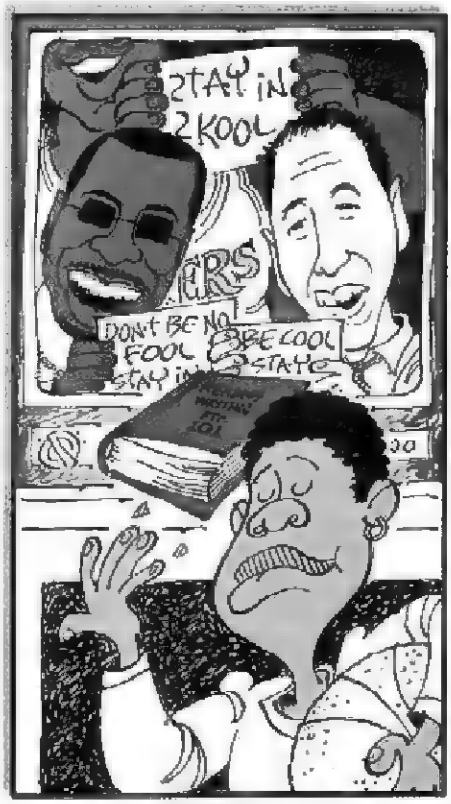
ADDING RESULT TO INJURY DEPT.

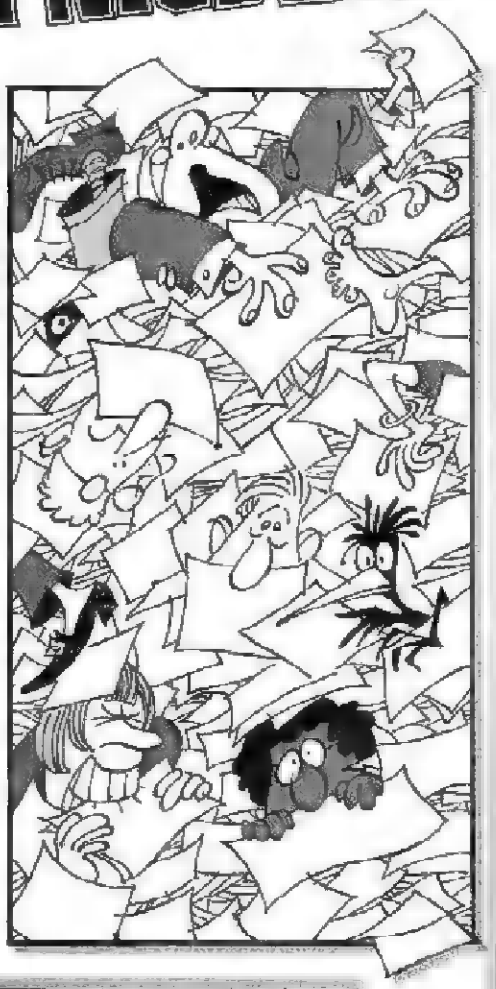
In the immortal, spine-chilling words of Sir Alfred E. Newton, "For every action, there is an equal and opposite reaction!" In everyday life, this translates into: "You try to do *one* thing, and end up doing the *complete opposite!*" And in no place is this more true than America — which, after all, was discovered by kooky Europeans who were trying to find a "shortcut" to India, but wound up finding the "really, really *long* way, with a 3,000-mile-wide continent you can't sail through"! All of which just goes to show you: we should just shut up and tell you to read...

SELF-DEFEATING IN MODERN



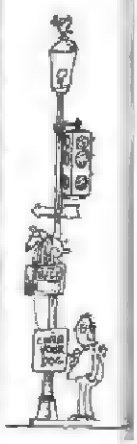
Those annoying public service messages urging kids to "stay in school" are almost always delivered by cretins who get stinking rich and famous in jobs where it doesn't matter if you stay in school or drop out after third grade.

The computer has made printing out any and all useless documents so easy that instead of the "paperless society" computer makers hyped, we're up to our asses in more paper than ever before.



So many schmucks are desperately trying to get their faces on TV these days that it's only a matter of time before there's ot one friggin' erson at home watching.

Laws making cars safer and safer means that maniac drivers will survive the bloody crashes they cause and continue driving...thereby making our roads that much more dangerous.



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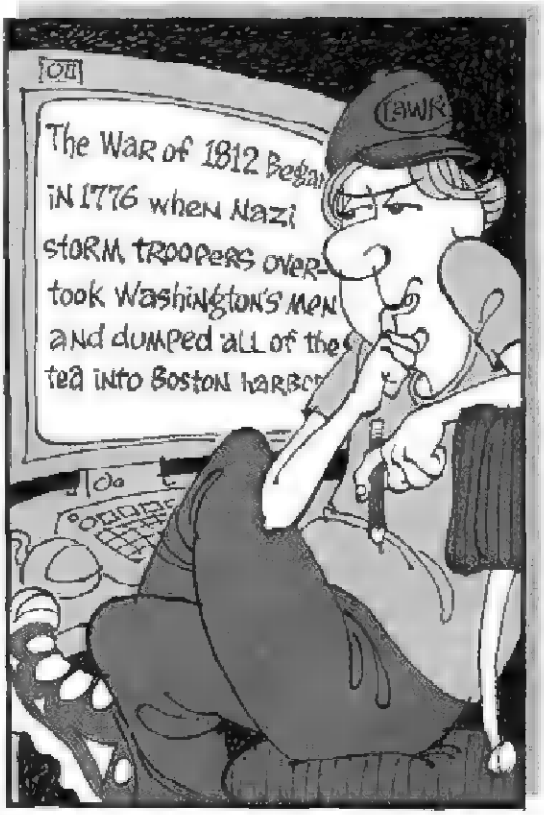
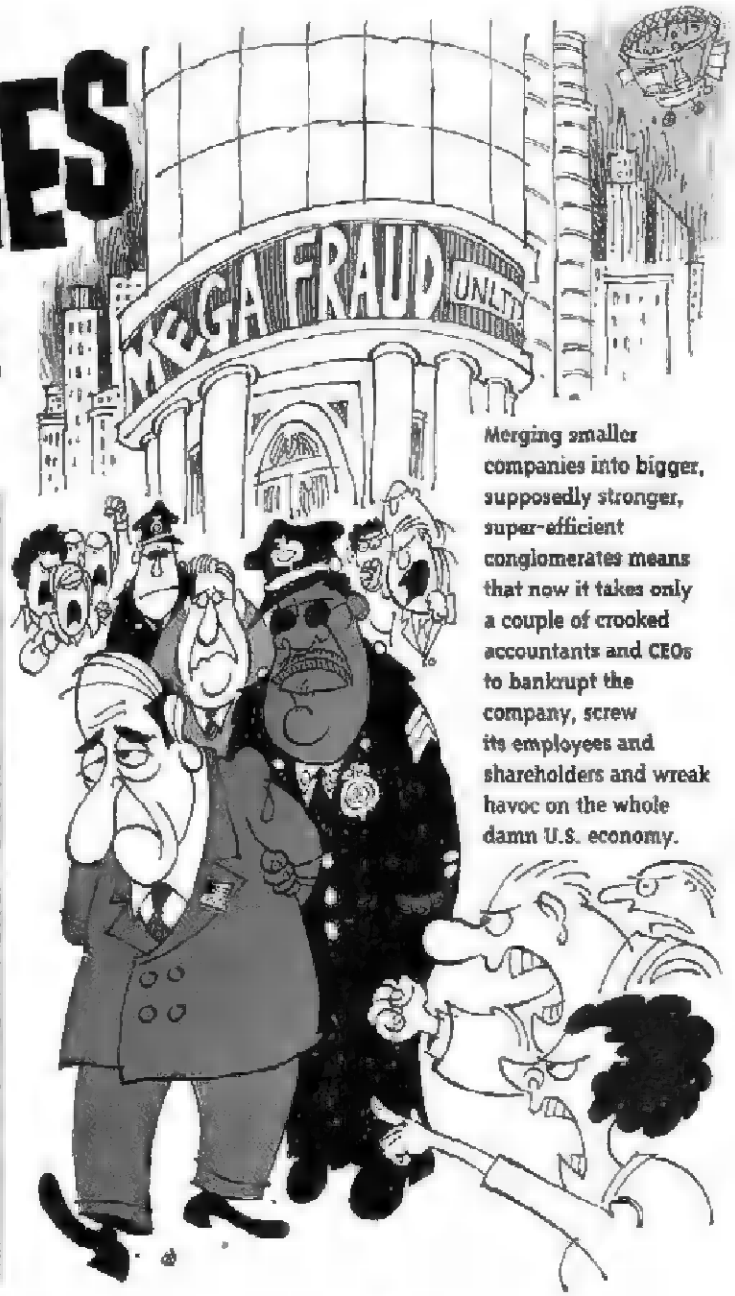
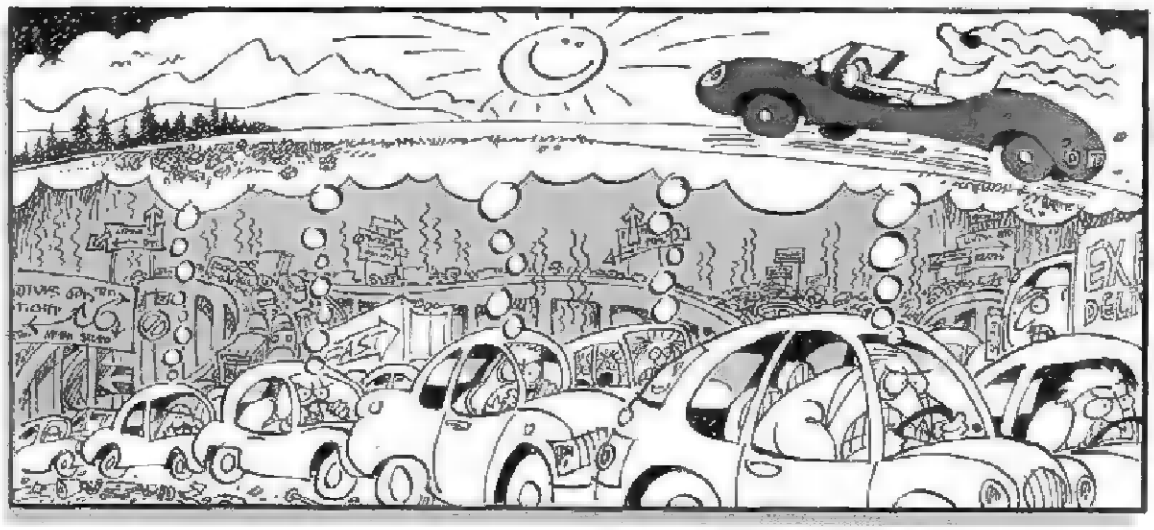
CONSEQUENCES
AMERICAN LIFE

The Internet provides a vast new source of information and knowledge...but because any bozo with a computer can post any crap they want, everything you read online is either unreliable, suspect or just flat-out bull*&@$.


The War of 1812 Began
IN 1776 when Nazi
STORM TROOPERS OVER-
took Washington'S MEN
AND dumped ALL of the
tea INTO Boston HARBOR



Merging smaller companies into bigger, supposedly stronger, super-efficient conglomerates means that now it takes only a couple of crooked accountants and CEOs to bankrupt the company, screw its employees and shareholders and wreak havoc on the whole damn U.S. economy.



Decades of seductive TV ads featuring Americans in flashy cars speeding along empty roads in exhilarating solitude has resulted in highways that are jammed, bumper-to-bumper, with single-occupant vehicles — all crawling along at ten mph.

ARTIST: PAUL COKER WRITER: MIKE SNIDER

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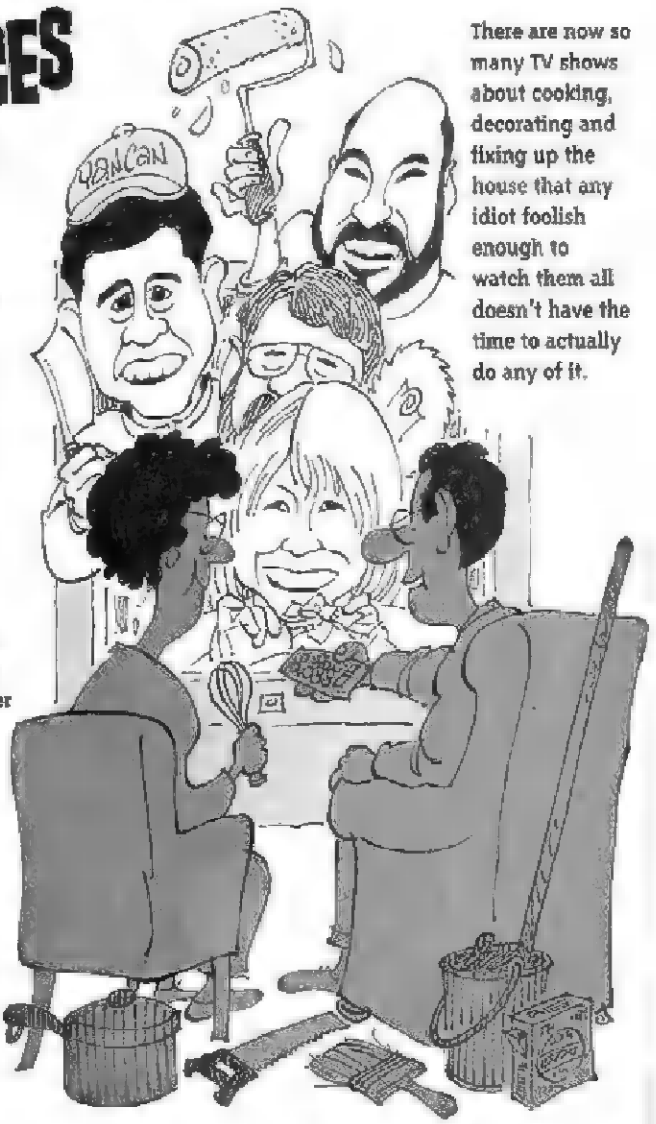
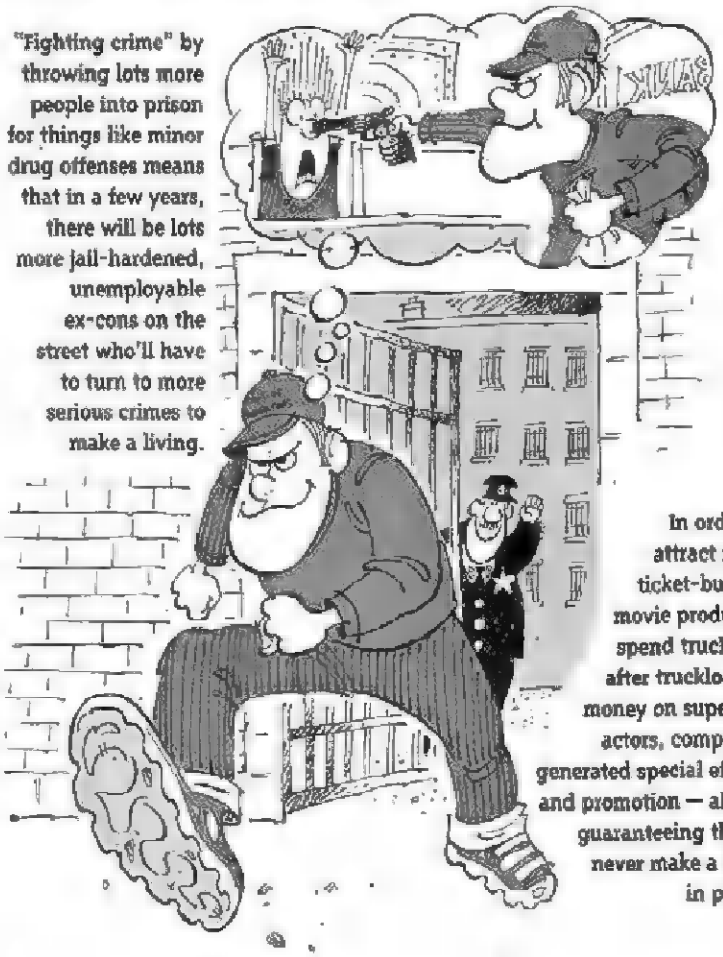
SELF-DEFEATING CONSEQUENCES IN MODERN AMERICAN LIFE

By bailing out unfortunate property owners after every hurricane, flood and earthquake with taxpayer-funded insurance...our government is ensuring a steady supply of morons who don't have the sense not to build their houses in those same high-risk areas, increasing the number of boneheads we'll have to bail out after the next natural disaster!



There are now so many TV shows about cooking, decorating and fixing up the house that any idiot foolish enough to watch them all doesn't have the time to actually do any of it.

"Fighting crime" by throwing lots more people into prison for things like minor drug offenses means that in a few years, there will be lots more jail-hardened, unemployable ex-cons on the street who'll have to turn to more serious crimes to make a living.



In order to attract more ticket-buyers, movie producers spend truckload after truckload of money on superstar actors, computer-generated special effects and promotion — all but guaranteeing they'll never make a dime in profit.

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"It's dangerous, high risk, and most likely
YOU'RE GOING TO THE HOSPITAL."
– mike metzger

FLIPPED OUT!

mike metzger
carey hart
caleb wyatt

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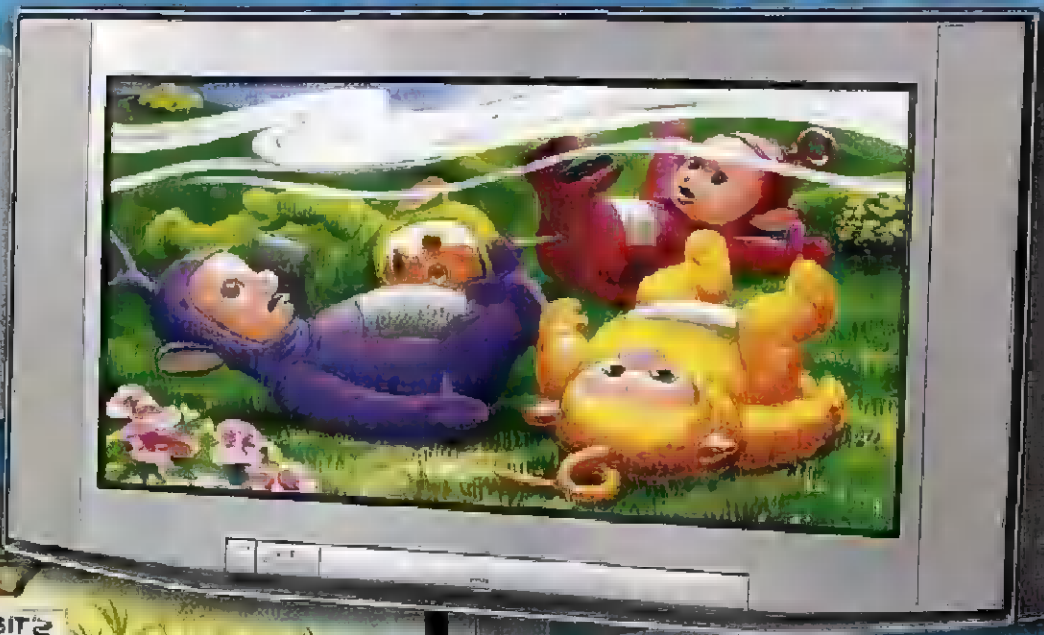
TOTS ENTERTAINMENT DEPT.

USING KIDD THE WAR

Terrorism at home! War abroad! Naturally, parents are concerned about the best way to explain this frightening new world to their young ones. What understanding do they offer? What assurances can they give? Probably none — so why not let TV do the parenting for them as usual? If parents aren't up to the task, then TV needs to step in and create new angles for existing children's shows! So don't touch that dial as we explore...

Teletubbies

Just like every episode, all four Teletubbies suddenly drop to the floor and start rolling around with their feet kicking in the air. This time, though, it's Tubby Sarin.



Winnie the Pooh

Rabbit calls his home a "hutch." But it sure looks a lot like a Taliban cave. A "bunny buster" bomb settles the issue once and for all.

Blue's Clues

When that bungling Joe fails to put three obvious clues together, another national landmark is lost.

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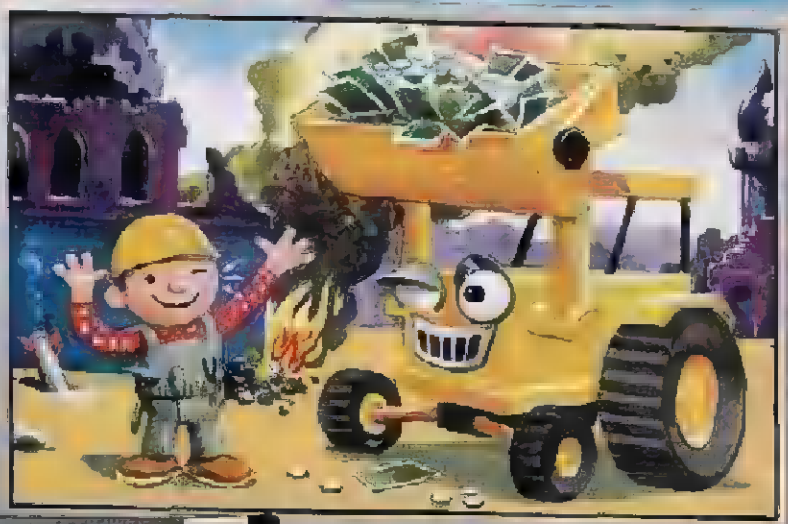
IE TV TO EXPLAIN ON TERRORISM

Bob the Builder

Thanks to Bob being an old business crony of Dick Cheney, he gets the no-bid contract to rebuild Baghdad.

ARTIST: GARY HALLGREN
WRITER: DESMOND DEVLIN

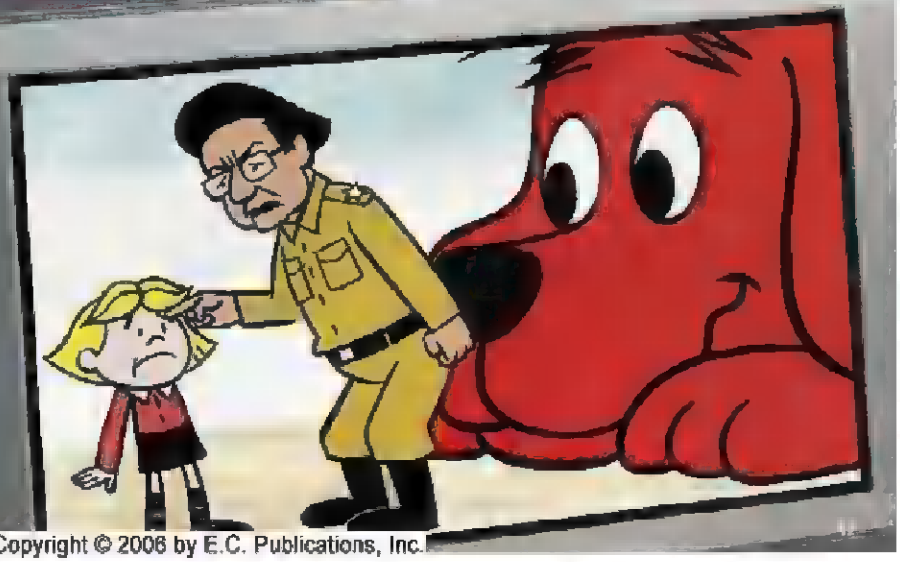


123 SESAME STREET

The old "One Of These Things Is Not Like The Other" game gets a frightening and confusing new twist, as it's played with at least three, and possibly four, Saddam Hussein doubles.

Clifford THE BIG RED DOG

Today's lesson is that seeing isn't always believing. Special guest, Iraqi Information Minister Mohammed Saeed al-Sahaf tells Emily Elizabeth, "Dog? There is no big red dog. These big red dog rumors are the foulest lies yet of the infidels, and they shall drown in their own blood for it."



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DORA the EXPLORER

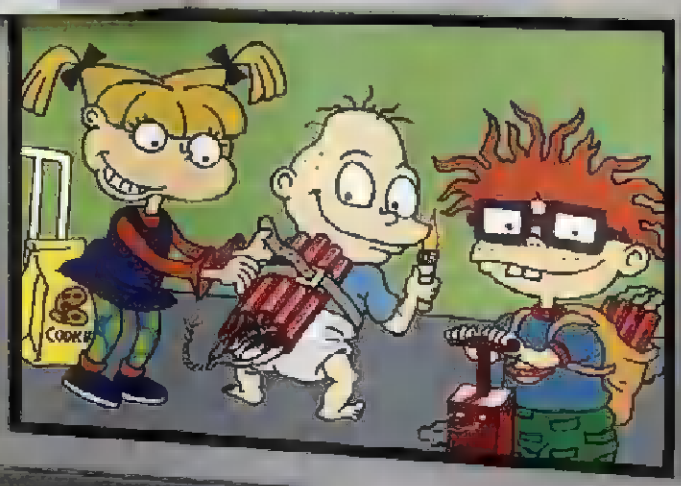
When Homeland Security spots a foreign illegal taking long walks to three locations a day while carrying a mysterious map and a banned backpack, they declare her an enemy combatant and whisk her away for special extralegal interrogation.

Barney & Friends

It's Code Purple when PBS finally realizes that watching a hypnotic leader march young people through a series of mind-numbing songs, exercises and special projects is the exact same pattern they use in Al Qaeda terrorist training camps.

Rugrats

Turning her natural bossiness up a notch, Angelica urges Tommy and the other easily-manipulated Rugrats to blow themselves up with dynamite and spray shrapnel (while she stays safely back in the playroom and eats all the cookies).



OSWALD

While searching for the nonexistent weapons of mass destruction their leaders lied about, Henry the Penguin and the Egg Twins are killed. Still, what's done is done, so the survivors decide to forget who might have said what about those imaginary WMDs and have a happy picnic. It's a shame their friends were burned beyond all recognition, and surely their sacrifice will never be forgotten. But it's such a lovely day for a picnic.

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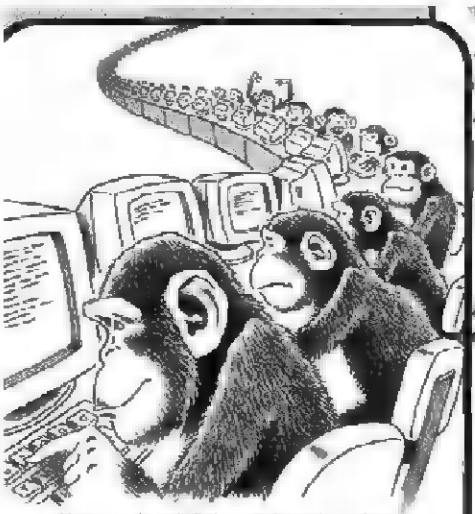
MAD'S TWISTED TRUISMS, AXIOMS & THEORIES

POSTULATION EXPLOSION DEPT.

Keenly astute observers of the universe and the human condition that we are, MAD editors are in a uniquely unique position to make astute observations of the universe and the human condition. It's that kind of irrefutable logic that serves as the driving force behind...

ARTIST: RICK TULKA WRITER: STAN SINBERG



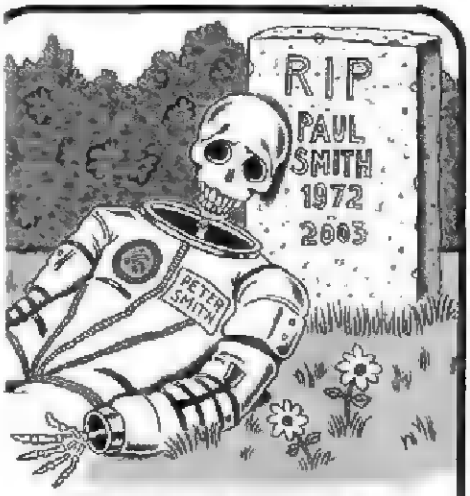
If you took an infinite number of monkeys and placed them in front of an infinite number of computer keyboards...the result would be identical to a typical AOL chatroom.

If you jump up in the air at the exact moment an elevator crashes...you'll be crushed to death 1/4 of a second later than if you hadn't jumped.

A body at rest tends to stay at rest...which explains why people watch *Scrubs* after *Friends*.

If all crime disappeared tomorrow...security agencies, self-defense schools, producers of TV crime shows and manufacturers of anti-theft devices for homes and cars would ALL go out of business — driving many of these people to a life of crime.

If an airplane travels east for 24 hours straight and keeps crossing the International Dateline... at some point the airline will be forced to feed you a bag of their damn peanuts.



If there are two twin brothers and one blasts off into space for 100 years and one stays on Earth...when the spaceship returns, both brothers will most likely be dead.

Matter goes from solid to liquid to gas...unless you eat a super burrito, in which case the "liquid" stage is skipped.

If the life expectancy of a woman is 80 years, and a man's is 74 years...then a man who wants to live longer should get a sex change operation when he's 73.

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A RITTER RUNS THROUGH IT DEPT.

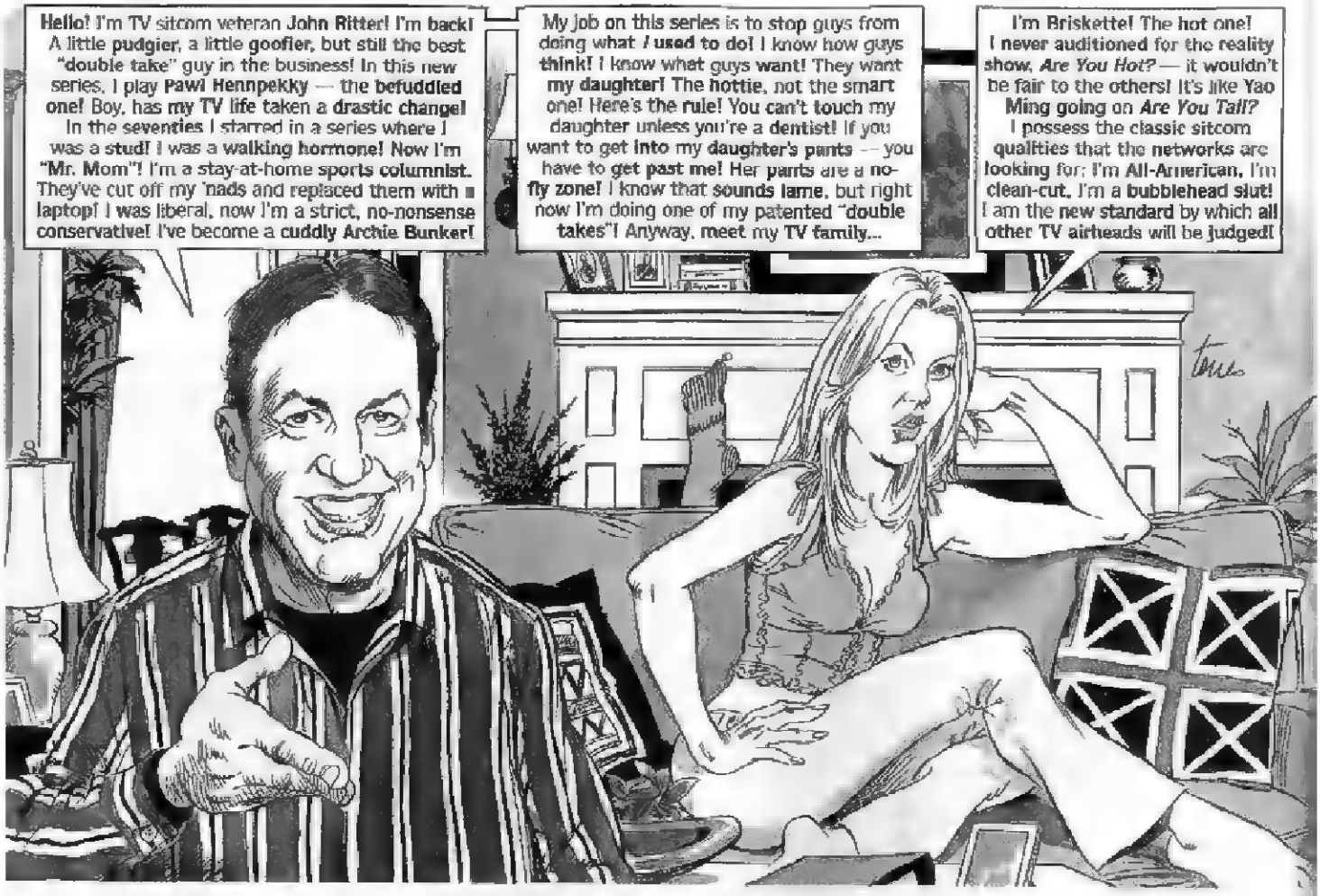
8 simple rules

for writing a MAD spoof of a sleepy ABC-TV sitcom

Rule Number One
Write a brief intro! It doesn't matter what's in the intro. Nobody ever reads these things!

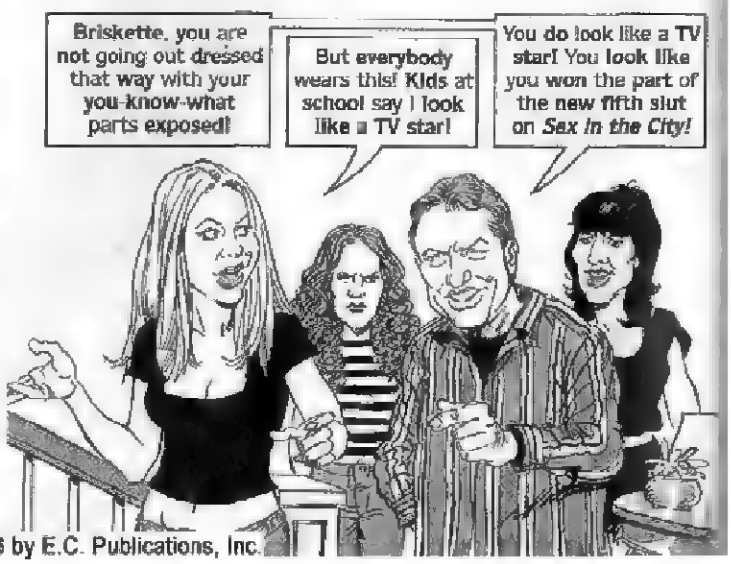
Socrates, Aristotle and Ben Affleck walk into a bar. Socrates says to the bartender, "I'll have the hemlock." Aristotle says, "I'll have the sweet wine." Affleck says, "Which way to the can?" Here, then, is our version of...

8


Hello! I'm TV sitcom veteran John Ritter! I'm back! A little pudgier, a little goofier, but still the best "double take" guy in the business! In this new series, I play Pawl Hennpekky — the befuddled one! Boy, has my TV life taken a drastic change! In the seventies I starred in a series where I was a stud! I was a walking hormone! Now I'm "Mr. Mom"! I'm a stay-at-home sports columnist. They've cut off my 'nads and replaced them with a laptop! I was liberal, now I'm a strict, no-nonsense conservative! I've become a cuddly Archie Bunker!
My job on this series is to stop guys from doing what I used to do! I know how guys think! I know what guys want! They want my daughter! The hottie, not the smart one! Here's the rule! You can't touch my daughter unless you're a dentist! If you want to get into my daughter's pants — you have to get past me! Her pants are a no-fly zone! I know that sounds lame, but right now I'm doing one of my patented "double takes"! Anyway, meet my TV family...
I'm Briskette! The hot one! I never auditioned for the reality show, *Are You Hot?* — it wouldn't be fair to the others! It's like Yao Ming going on *Are You Tall?* I possess the classic sitcom qualities that the networks are looking for: I'm All-American, I'm clean-cut, I'm a bubblehead slut! I am the new standard by which all other TV airheads will be judged!

ARTIST: ANGELO TORRES WRITER: JOSH GORDON

Good morning, my sweet girls!
I hate you! I hate you! I hate you!
You are the meanest man who ever lived!
Why the loving words? Oh, I forgot — today is Father's Day!


Briskette, you are not going out dressed that way with your you-know-what parts exposed!
But everybody wears this! Kids at school say I look like a TV star!
You do look like a TV star! You look like you won the part of the new fifth slut on *Sex In the City!*

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simple rules

for writing a MAD spoof of a dopey ABC-TV sitcom

8 simple rules

Rule Number Two
Come up with a catchy title that sounds vaguely like the title of the series. (Okay, you noticed, it's not that catchy but it *does* sound vaguely like the series!)

I'm Quirky! The smart one! Unlike my half-naked, airhead sister, I care about issues! Like the environment, corporate greed and starving children in Third World Nations! But to be totally honest, I'd let an Exxon tanker split in half in the Amazon causing a huge oil spill, destroying all wildlife and all human life in the rain forest — if I could only be the hot one! As the smart one, I've learned a lesson about TV! The lesson is: on prime time comedies, brains suck, beauty rules!

I'm Crawly! The funny one! I come from that magical casting place: The Planet of Wisecracking Kids! The theory on this show is teenage girls are difficult, teenage boys are easy to parent! That's why I can get away with stuff! Things like taunting my sisters, selling their thongs on eBay and building a stereo using their push-up-bras as speaker cones! I'm in a real good place!

I'm Crate! The unnecessary one! Every week when I sit down to read the new script I think I'm in *Without A Trace!* I've had quite a career! On my last hit series, *Married... With Children*, I was surrounded by a goofy husband, a rambunctious son and a daughter who dressed like a hooker! Look how far I've come! Yes! Again I'm playing the mom of a sleazy-looking daughter! Hmm! Seems like I've experienced this before! There's a name for that! It's called déjà ho!

8 simple rules

Rule Number Three
Write an opening splash that introduces the characters, fills two pages and includes attention-grabbing words like: "Exxon," "Bubblehead" and the ever-popular "pants"!

How's this?

Here are the rules: no tattoos! Nothing pierced! No toe rings! No nipple rings! No exposed bellies! If I ever see a navel in this house it's to have the word "Sunkist" written across it!

You'll be happy to hear I got a special Achievement Award!

Yeah! In school she was voted Miss Cold Sore!

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You shut up!
No, you shut up!
Airhead!
Tramp!
Geek!
Study freak!
Bite me!
I wouldn't be the first — hickey head!
When did I lose control? At least when I appeared on Buffy I could kick some teen butt!
8 simple rules
Rule Number Four
Slip in a reference to a hip, trendy TV series! It will make your spoof seem hipper and trendier!
Honey, our young girls are both rapidly growing into young women! Deal with it!
I am dealing with it!
You are?
Yes! I'm looking into giving them shots to stunt their puberty!
Dad, can this episode be about me shaving for the first time?
Cool premise, Crawly! But I don't see any stubble!
Not me! I thought I'd sneak into Briskette's room tonight while she's sleeping and shave her legs!
Eww! Gross!
Relax! If this were cable, viewers would be watching you get a bikini wax!
Happy Thongsgiving, turkeys!
That's it! Both of you girls are grounded! No dates till 2005!
Why us? Crawly's doing all the stupid, yucky stuff!
Yes, but he's a boy! He can't come home pregnant!
Girls, your Mom has to leave now!
Again? How long?
It'll only be for a few panels!
Mom, you're never here for us!
Let me explain the facts of life to you!
We've already had the "facts of life" talk!
These are the facts of sitcom life! They're a world apart!
I'm off to my vague sitcom job as a hospital nurse! It will leave your father home in his vague sitcom job as a sports columnist! It will give your Dad time to do his thing!
His thing?
Yes! He'll act like a goof and screw up your lives but it will all be done with incredibly exquisite comic timing!

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I don't like the trouble-inspiring music I'm seeing in your CD case!
You're a big snoop!
Speaking of Snoop, I will not allow Snoop Dog CDs! I will not allow Eminem! I will allow ABBA! I will allow Manilow! And I will allow Steve & Eydie! But only their ballads — not that edgy bossa-nova stuff!
Kids, get down here!
We are down here!
I know! But it's been ten minutes since I last did a double take! I want to run through a few!
DING DONG!
Hello, I'm —
I know who you are! You're every father's nightmare! Get lost!
SLAM!
DING DONG!
Dude! I'm here to date your daughter!
First, I'm not your Dude! Second, in your dreams!
SLAM!
Daddy, that was Snake! He's the coolest guy in school!
Here are the rules: my daughters are not to date anyone nicknamed "Snake," "The Groper," "The Crotch" or "The Bulge"! I will allow "Edgar" and anyone nicknamed "The Eunuch"!
You won't be happy until you install a LoJack on me!
It's not easy being a Dad! I often think about other fathers and how they handled their kids...
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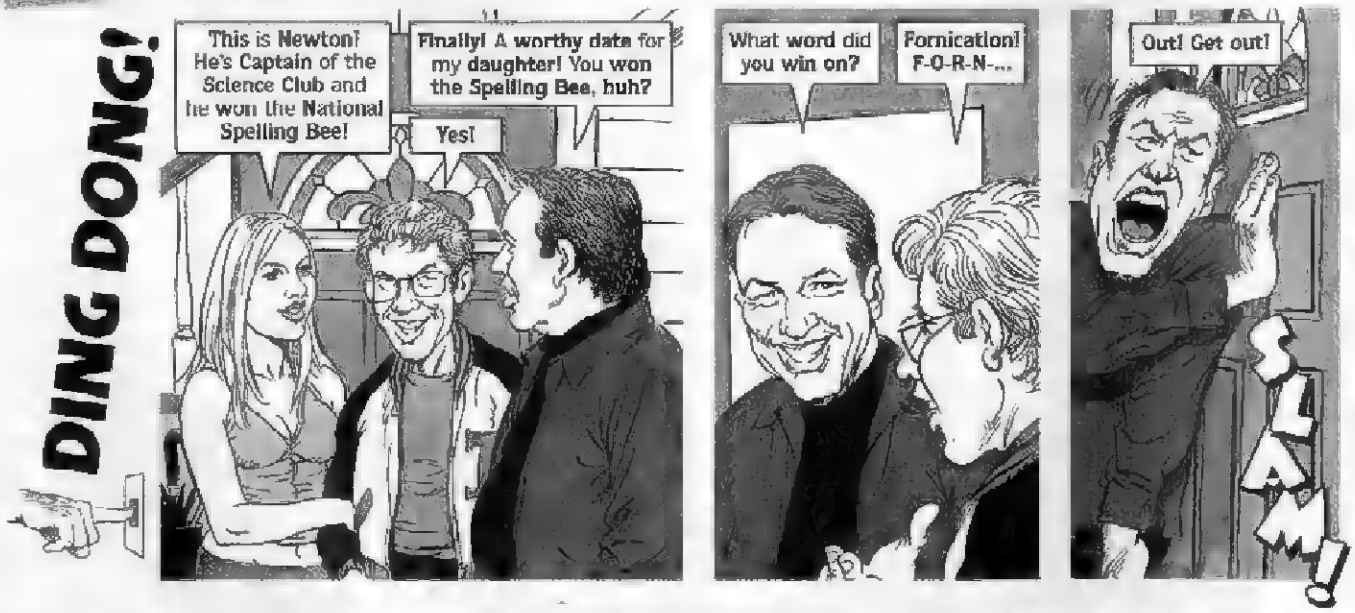
8 simple rules
for writing a MAD spoof of a dopey ABC-TV sitcom
Rule Number Five
Take a break! Write a panel that has absolutely no words! Let the MAD artist do all the work! Let *him* break *his* ass! Note: the panel doesn't necessarily have to advance the storyline. It often can be forced in — as this one is!


DING DONG!
This is Newton! He's Captain of the Science Club and he won the National Spelling Bee!
Finally! A worthy date for my daughter! You won the Spelling Bee, huh?
Yes!
What word did you win on?
Fornication! F-O-R-N-...
Out! Get out!
SLAM!

DING DONG!
Wow! It's Suzanne Somers from *Three's Company!*
Are you going to be a regular on this series?
No way! I'm into infomercials now! He could use a ThighMaster!
Out! Get out!
SLAM!
8 simple rules
for writing a MAD spoof of a dopey ABC-TV sitcom
Rule Number Six
Work in a surprise cameo! It makes the article seem more important and it holds the MAD reader's attention span (normally six seconds) a few moments longer so that he'll keep browsing MAD at the newsstand and won't pick up *WWE Magazine*!

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They broke curfew! I'm dispensing punishment!

Remember... "You're grounded" doesn't work anymore!

I'm there! I'm hitting them where it hurts! Girls, I'm taking away your cell phone weekend minutes!

I hate you! I hate you! I hate you!

Girls, let me tell you about another time! A simpler time! It was called the 1970s! There were no cell phones! If you were outdoors and had to make a call, there were these cubicles with doors that opened and closed! You actually had to search to find one! It was called a phone booth!

That's nice, honey! These talks are good for them!

Teaches them values?

No! They need their sleep! It's nap time!

8 simple rules
for writing a MAD spoof of a dopey ABC-TV sitcom

Rule Number Seven
Come up with a clever ending! Or, failing that, (and we did) — then something like this!

Dad, we've been thinking!

You're not working out! We're letting you go!

We need a different Dad! Someone less strict, someone more in touch with our generation...

Ah, it must be novelty night!

What?

Someone funnier!

If we're going to have a stay-at-home sportswriter Dad, then he might as well be a *funny* sitcom sportswriter Dad that everyone loves!

Hi everybody! I'm Ray! Hope you have room here for my parents!

What the hell are you wearing?

Uh oh!

8 simple rules
for writing a MAD spoof of a dopey ABC-TV sitcom

Rule Number Eight
Wait for check from MAD magazine! Hope they'll have enough to cover it! Don't cash the check till Thursday!

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A fantasy for wherever reality takes you.

Welcome to the fantasy world of Ivalice. Use swords, magic, spells or whatever tactics you can to return to reality. It'll take strategy and time. Good thing you can take it with you.

EVERYONE
E
CONTENT RATED BY ESRB

Alcohol Reference
Mild Violence

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WHAT DOES THE BUSH ADMINISTRATION HAVE MILLIONS OF AMERICANS ON THE LOOKOUT FOR?

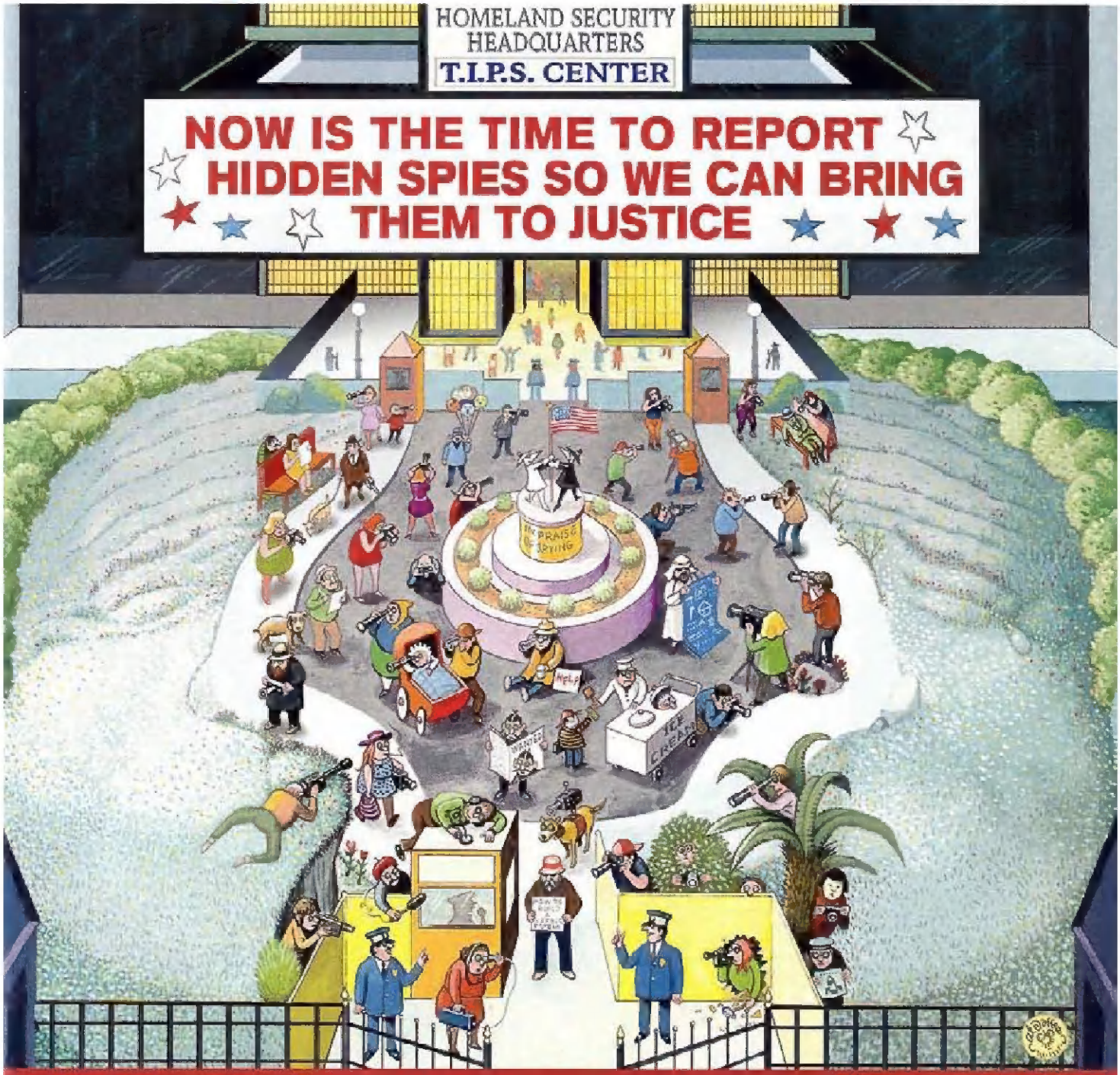
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

In these days of increased terrorist activity you can never be too careful. The president wants us to be vigilant and look over our shoulder to spot any suspicious behavior. He has even created new programs we can use to report on our neighbors. In fact, in the past two years, there is one particular thing that George W.'s policies have led more and more U.S. citizens to look for. To find out what that is, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD PAGE OVER LEFT B FOLD BACK SO THAT "A" MEETS "B"


HOMELAND SECURITY HEADQUARTERS
T.I.P.S. CENTER
NOW IS THE TIME TO REPORT HIDDEN SPIES SO WE CAN BRING THEM TO JUSTICE
HELP
ICE CREAM

IN THESE BAD TIMES WE MUST ALL MAKE A POINT OF BEING WATCHFUL. WE MUST JOIN IN THE FIGHT AGAINST ANYONE WHO'D ROB US OF THE SECURITY WE NEED AND CHERISH

A B

ARTIST AND WRITER: AL JAFFEE

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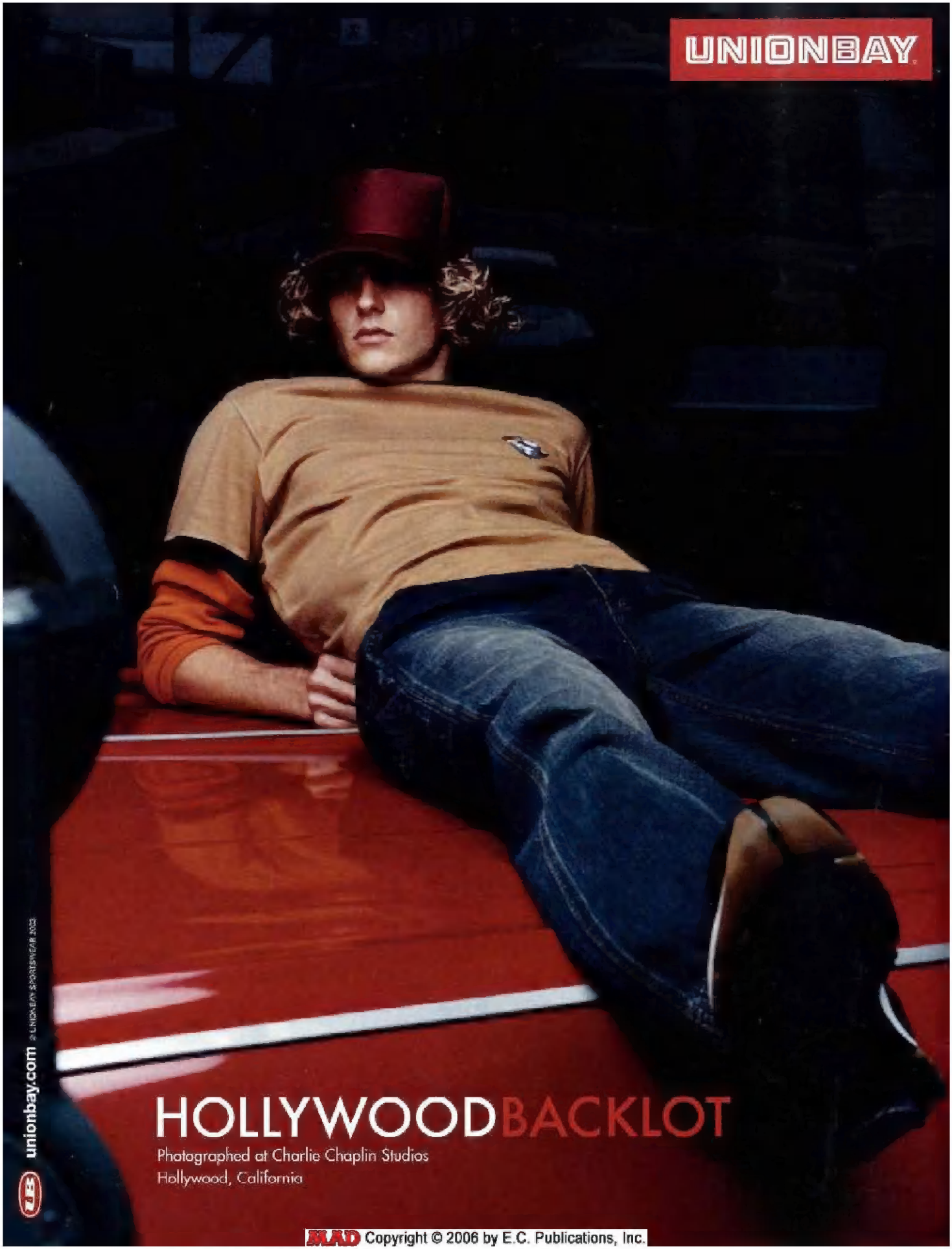

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